



iPhone Buyer Survey

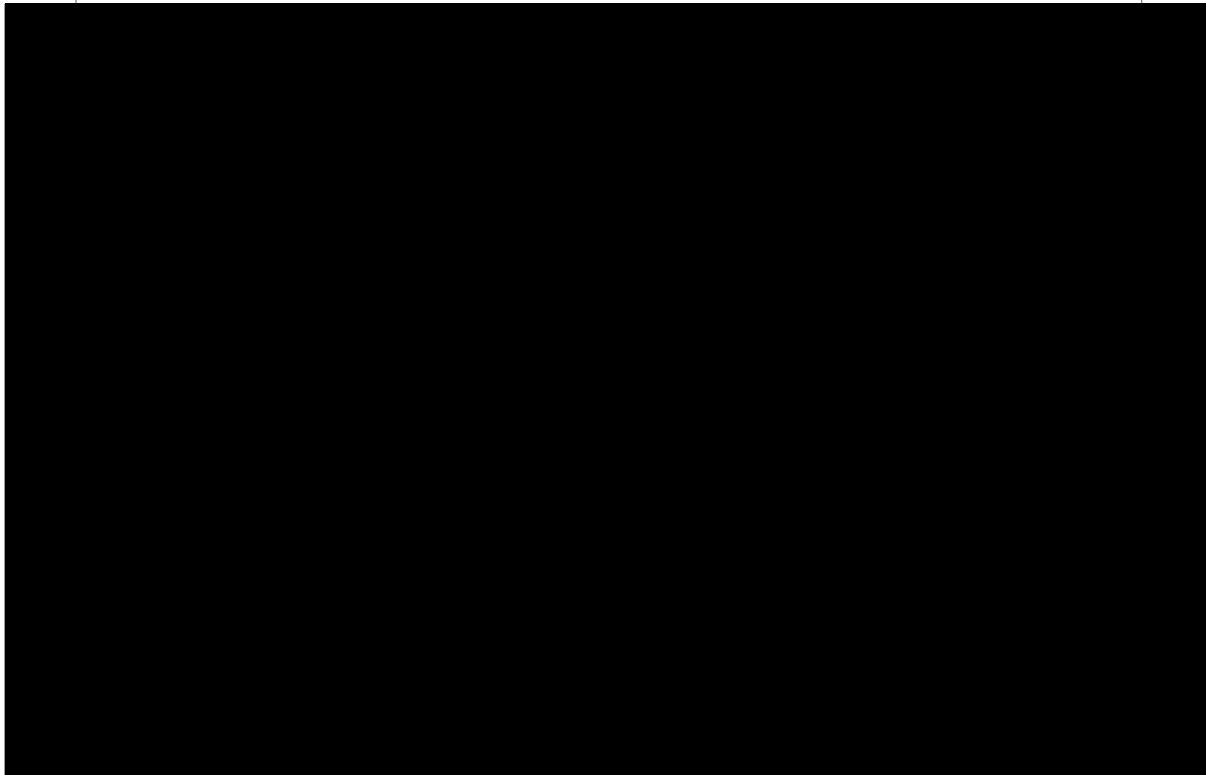
FY20-Q1 Global Report

Apple Market Research and Analysis

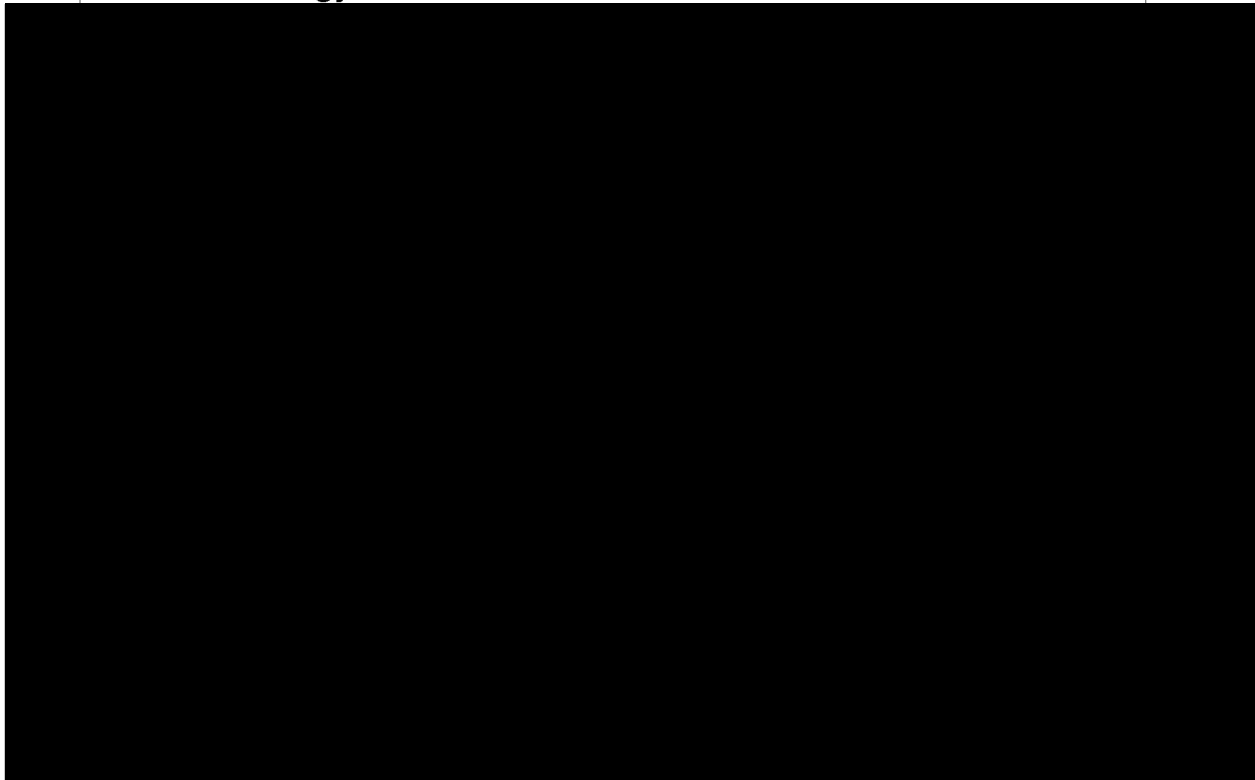


Δ DEFENDANT Δ	United States District Court Northern District of California	
	Case No.	4:20-cv-05640-YGR
	Case Title	<i>Epic Games, Inc. v. Apple, Inc.</i>
	Exhibit No.	DX-4312
	Date Entered	
	Susan Y. Soong, Clerk	
	By: _____, Deputy Clerk	

Why this report?



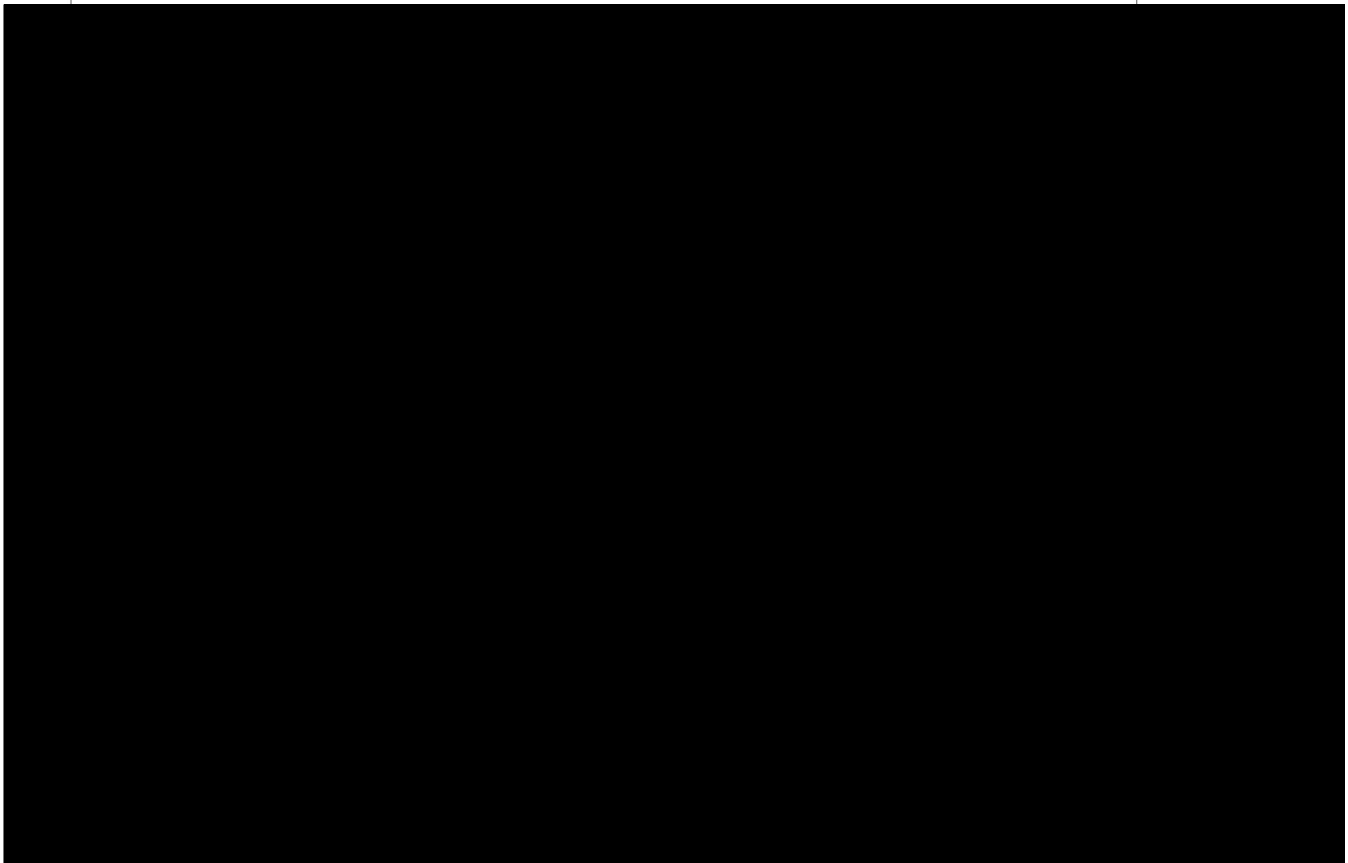
Methodology



Key findings

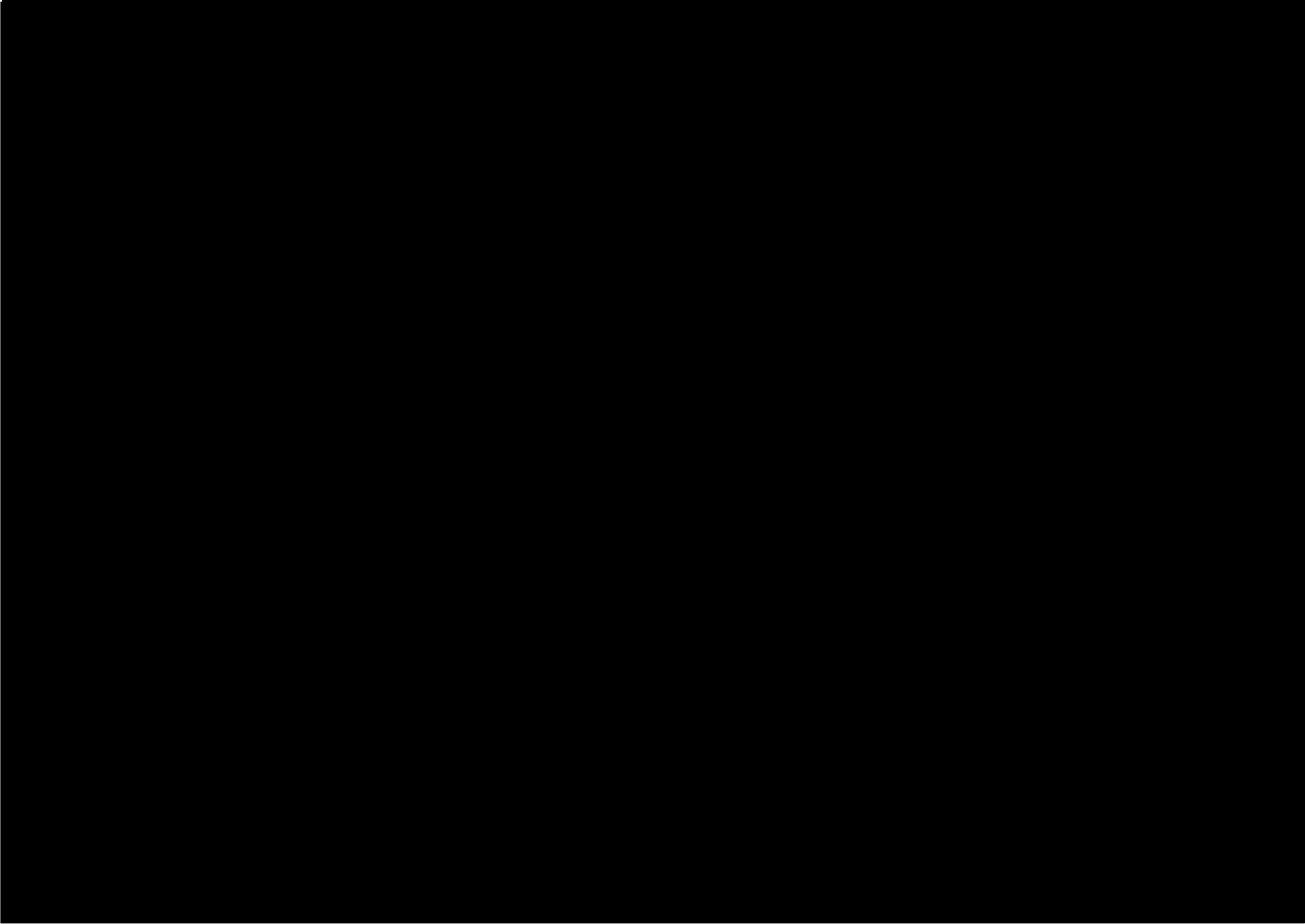
APPLE CONFIDENTIAL 1

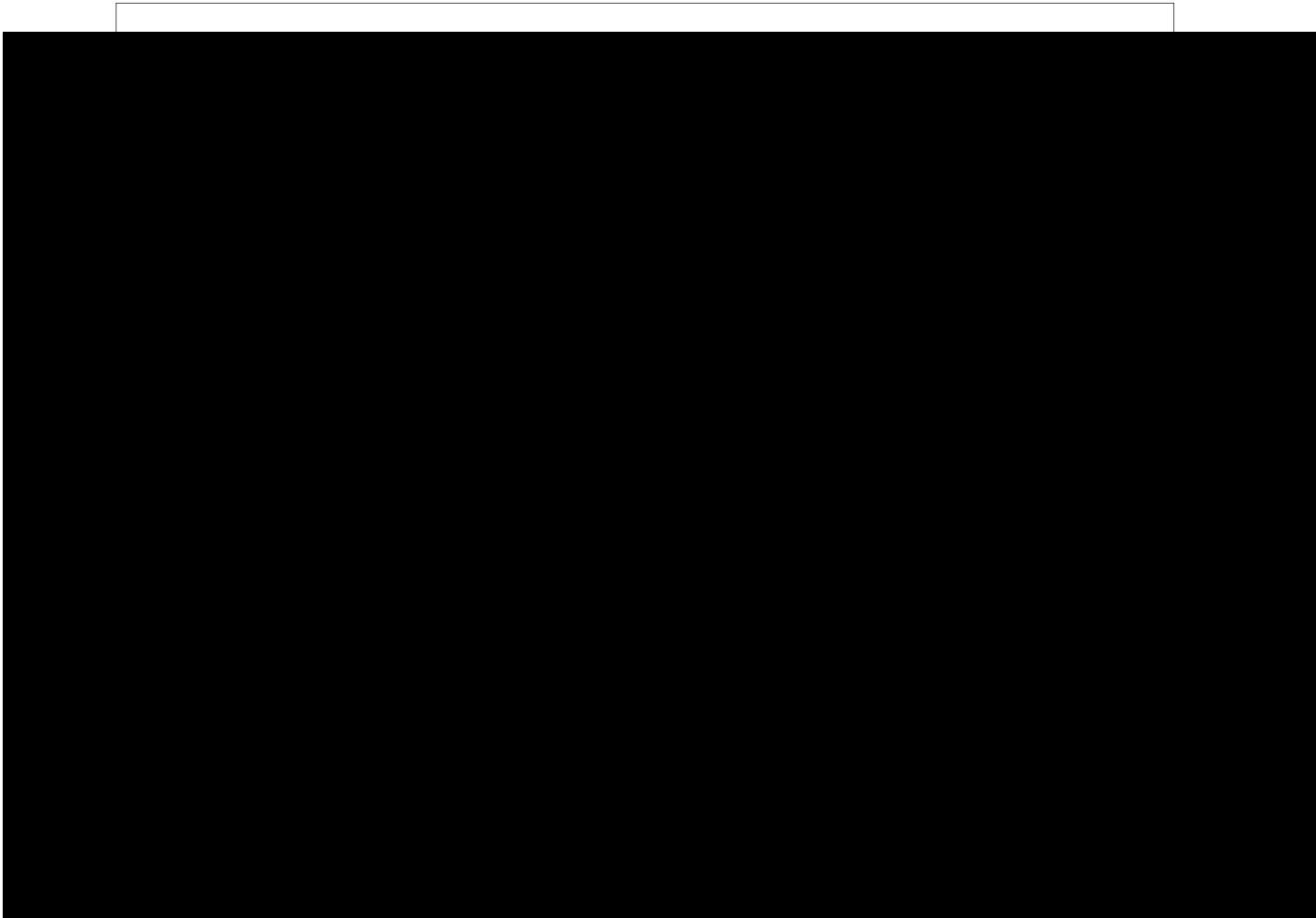




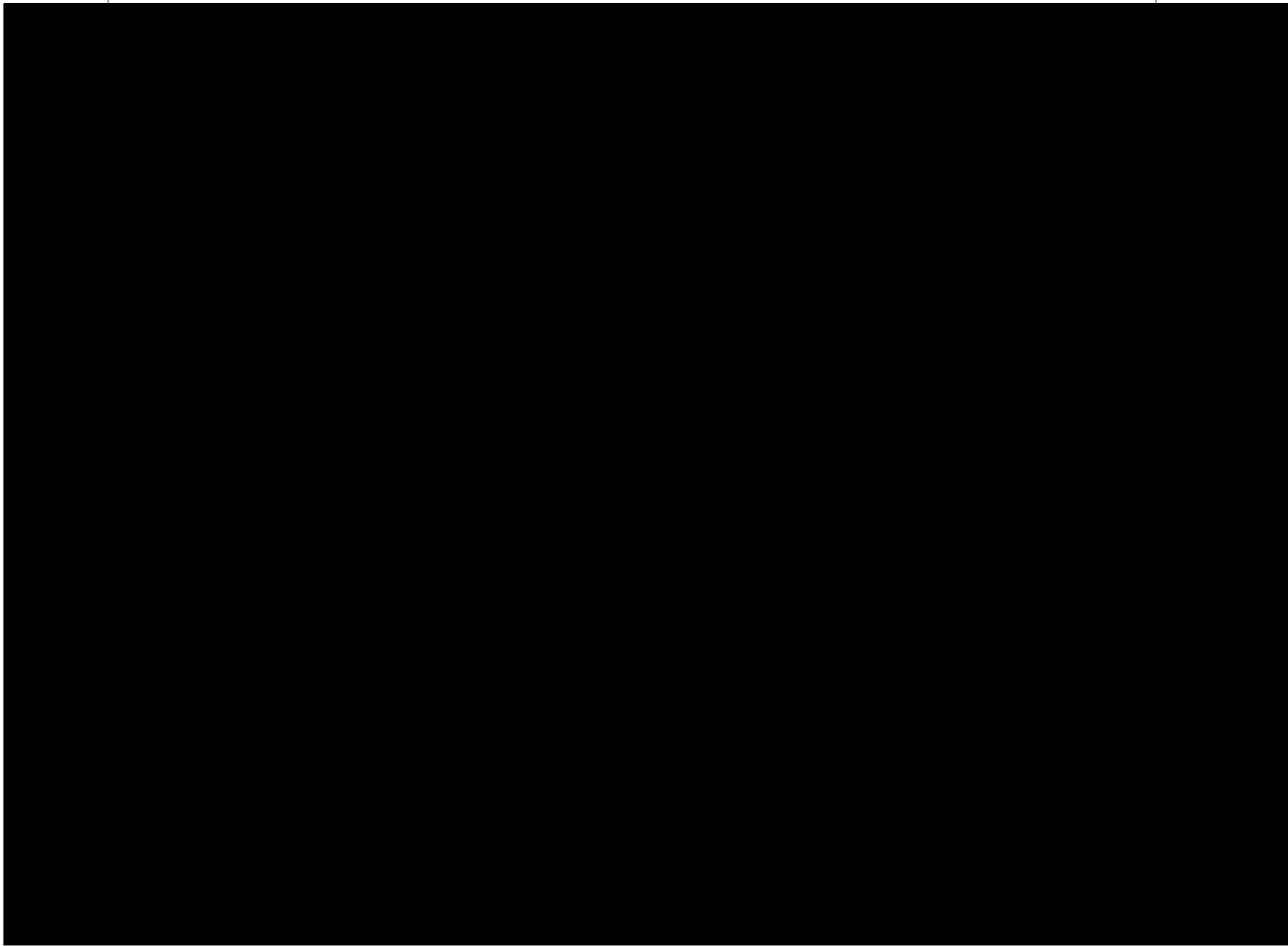
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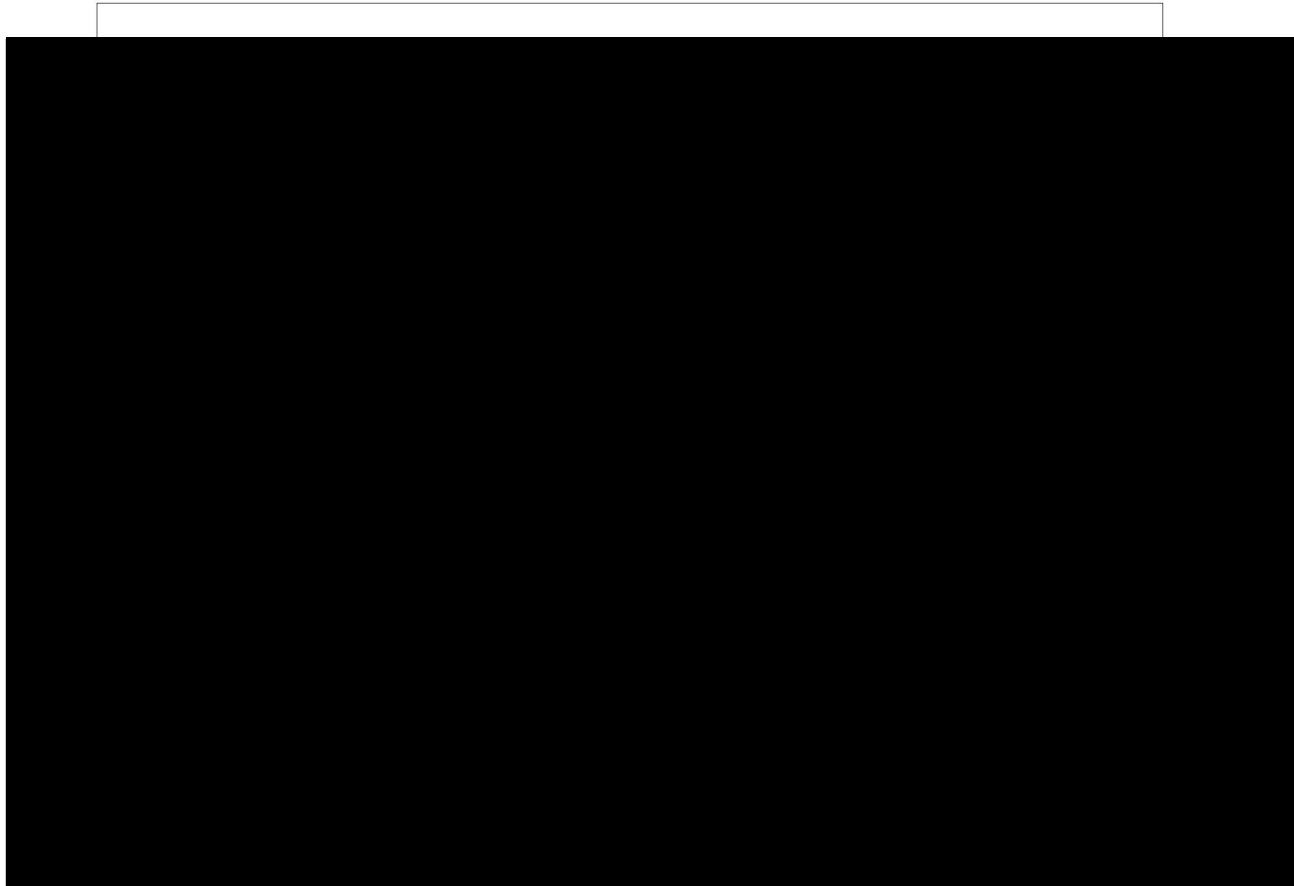


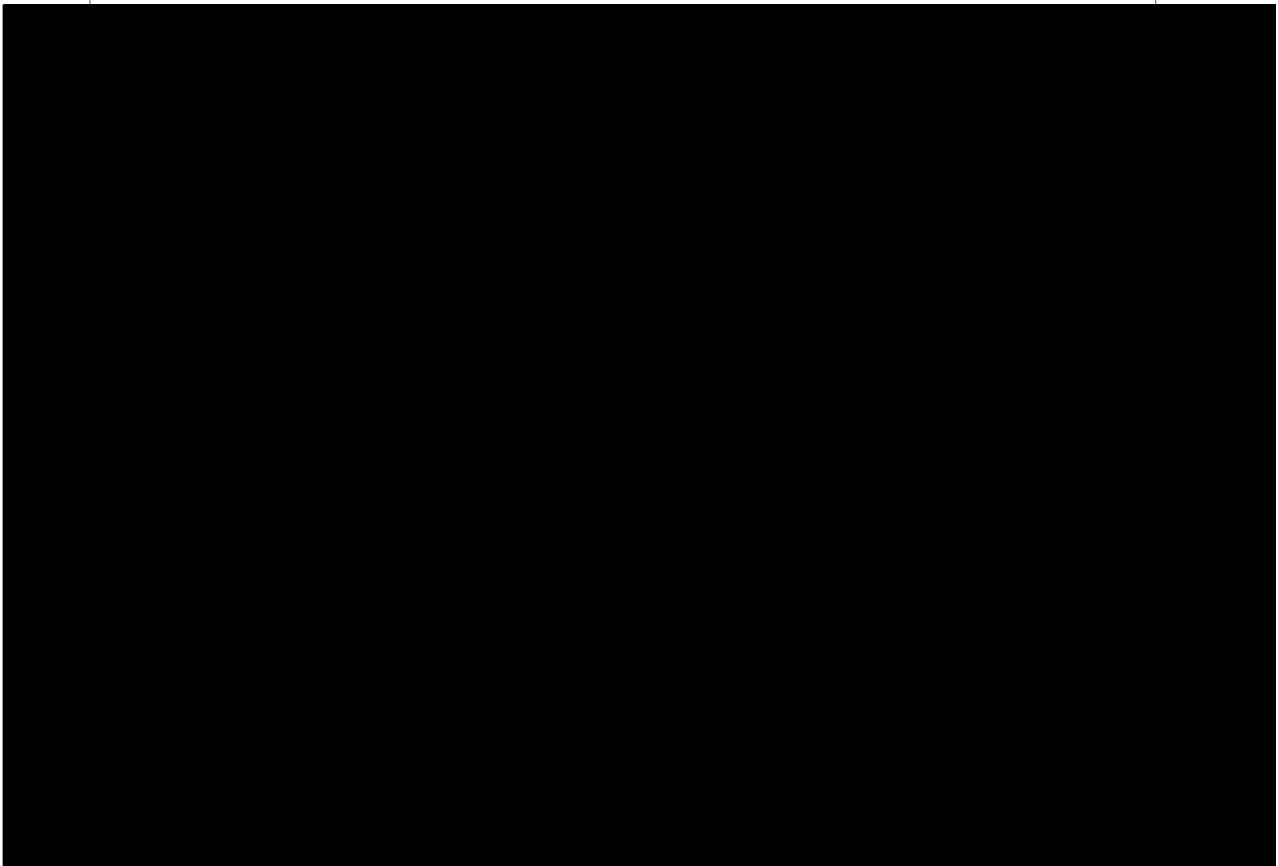


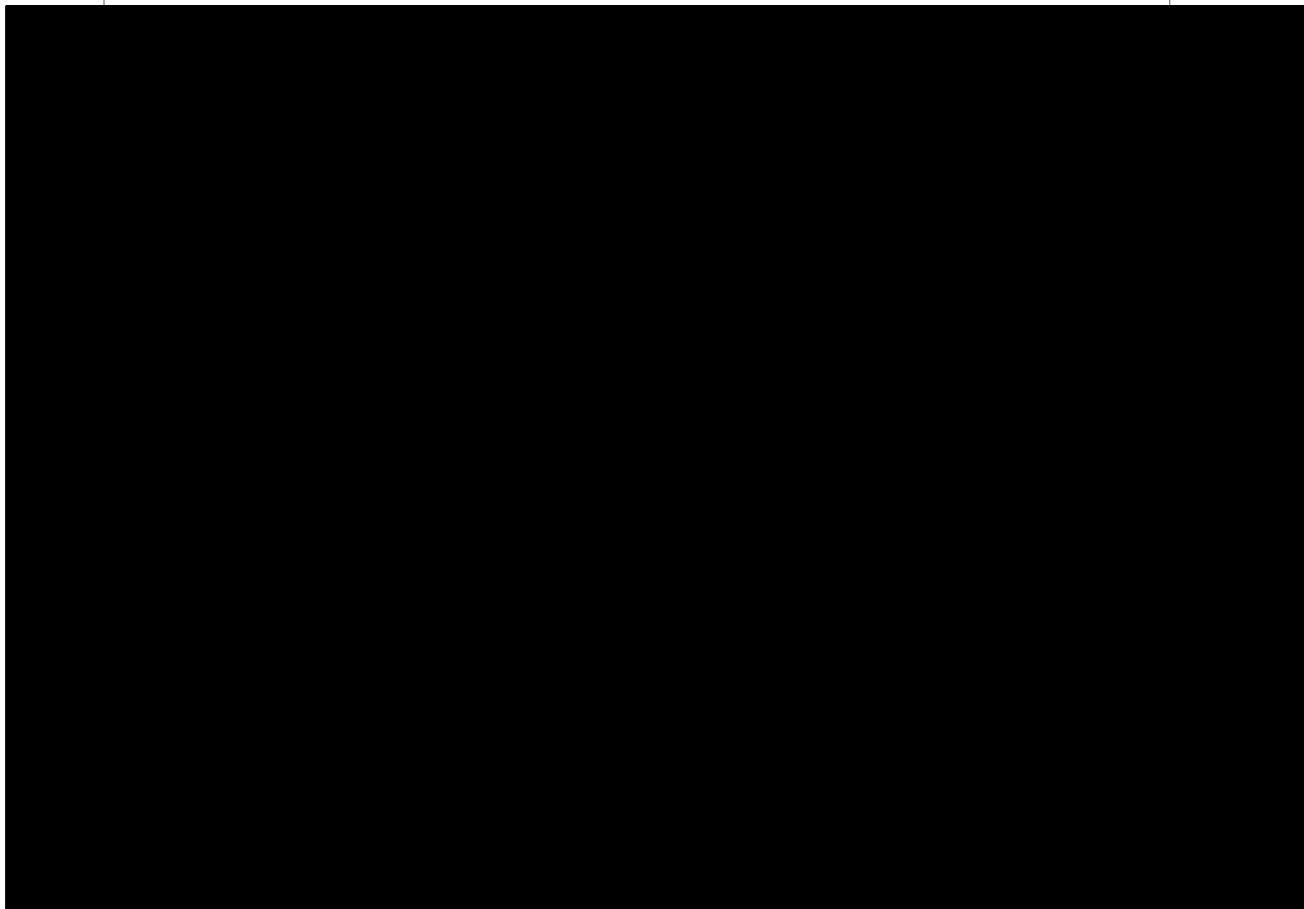






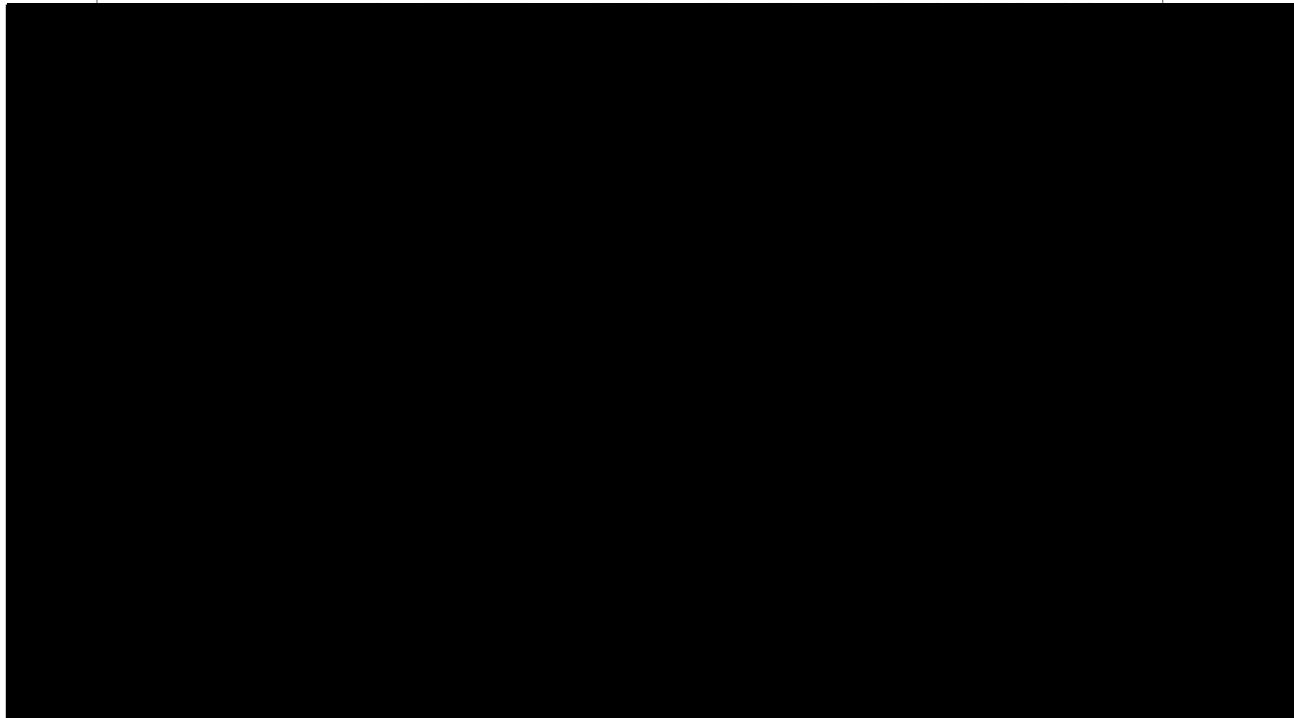




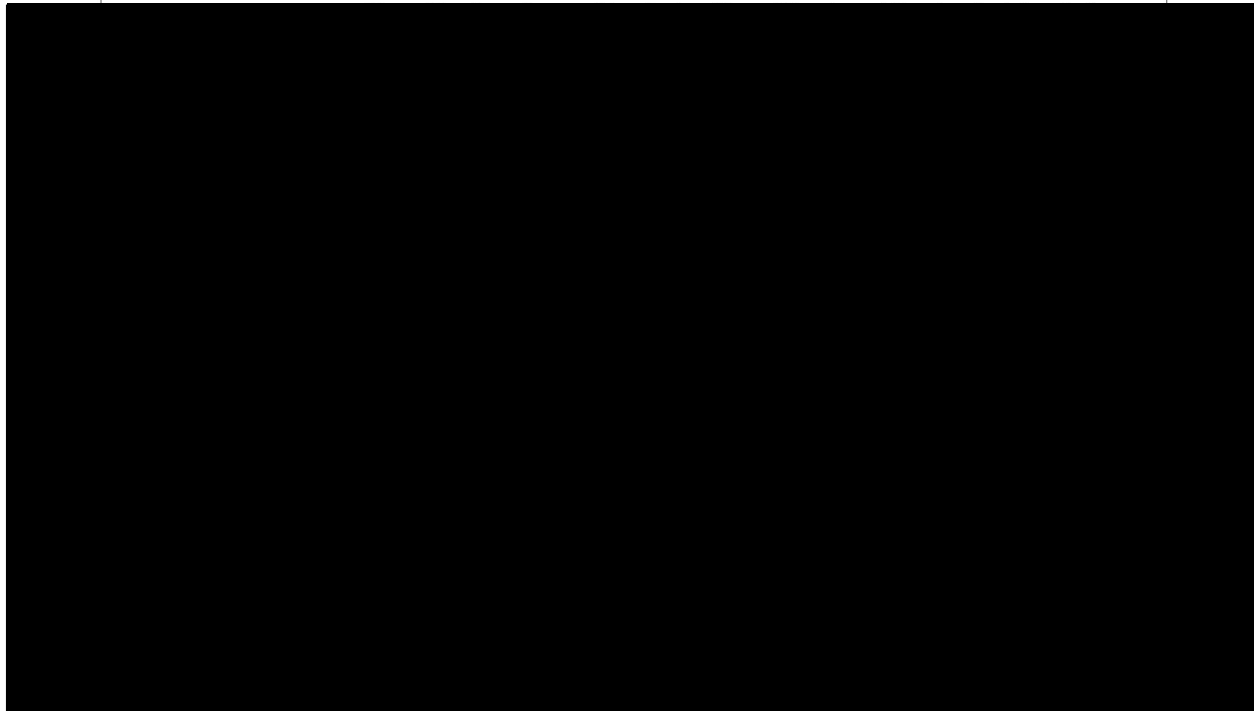




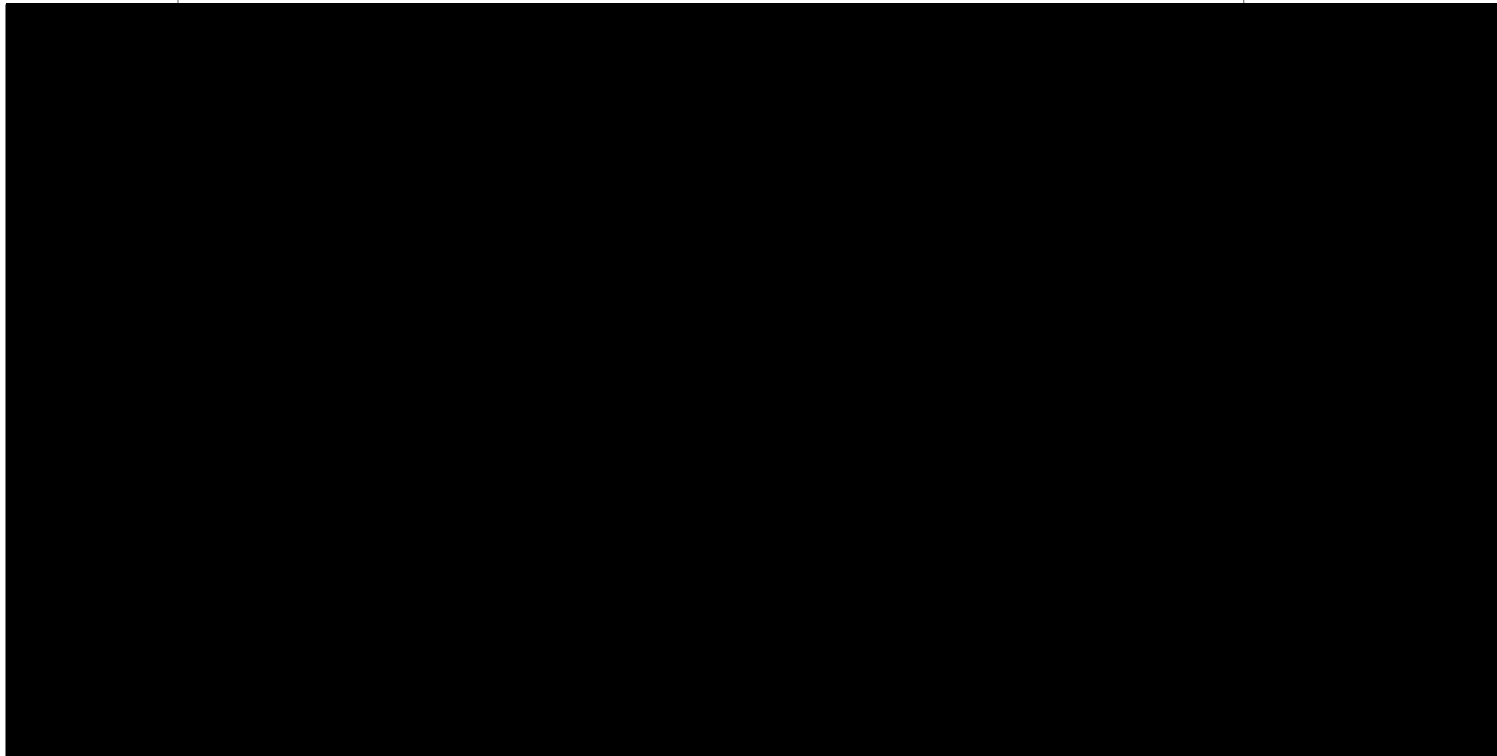
Reasons for choosing iPhone 11 Pro over the iPhone 11



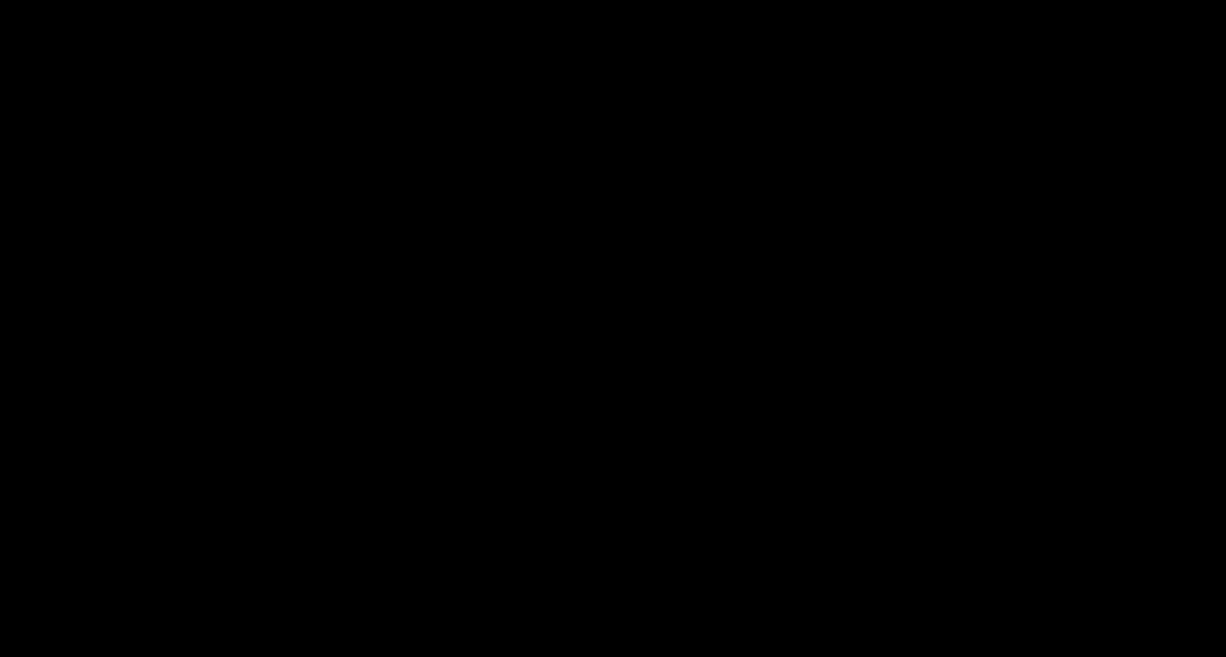
Top reason for choosing iPhone 11 Pro over the iPhone 11



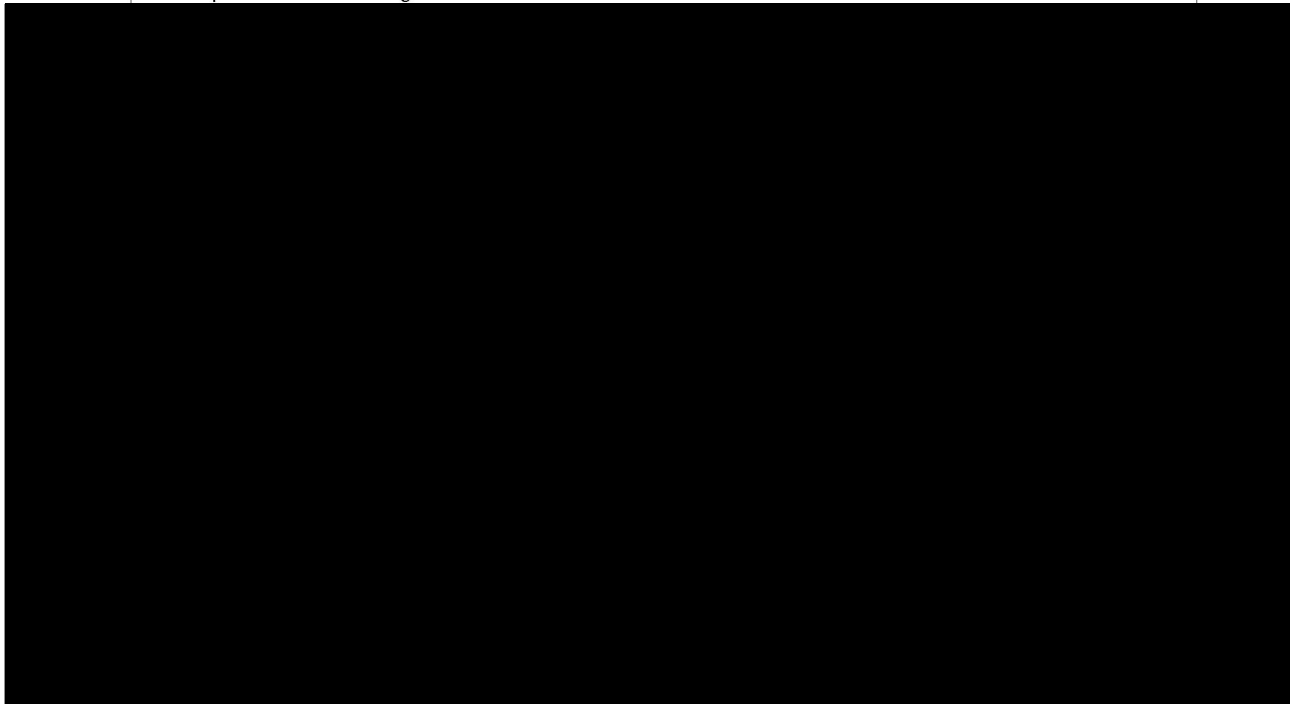
Reasons for choosing the iPhone 11 Pro over the iPhone 11 Pro Max



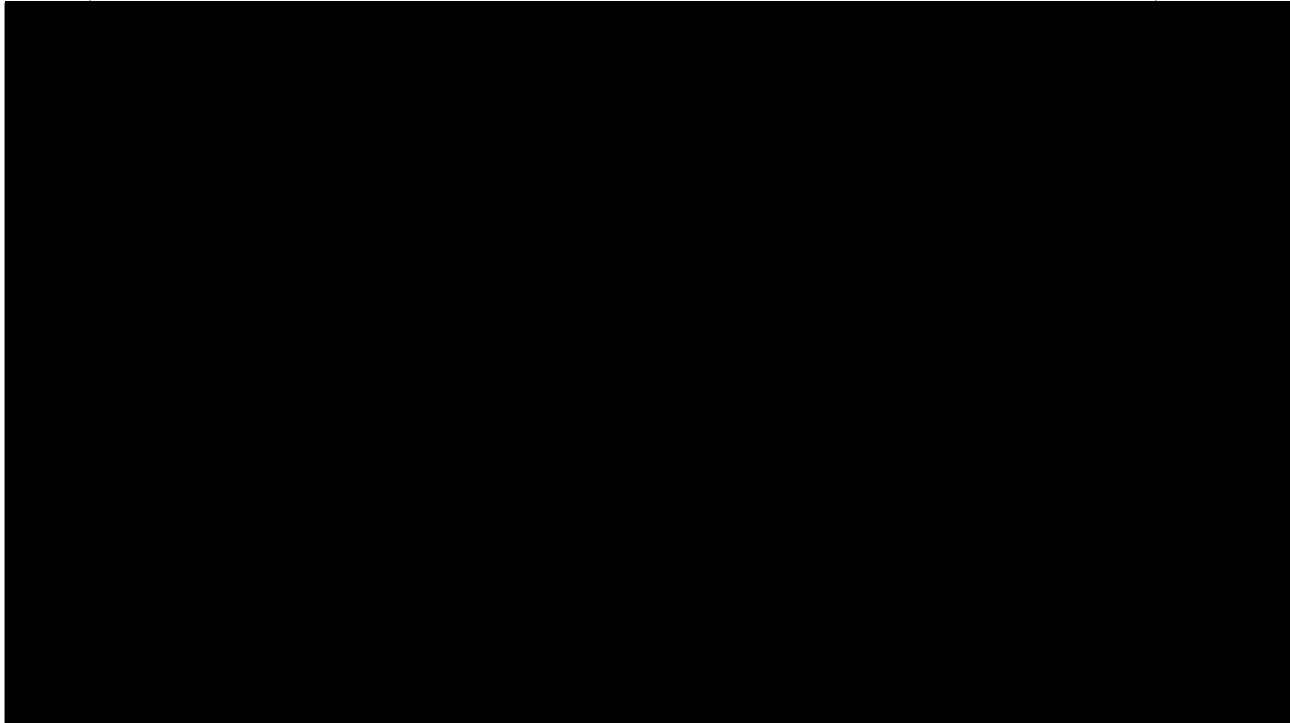
Reasons for choosing iPhone 11 Pro Max over the iPhone 11



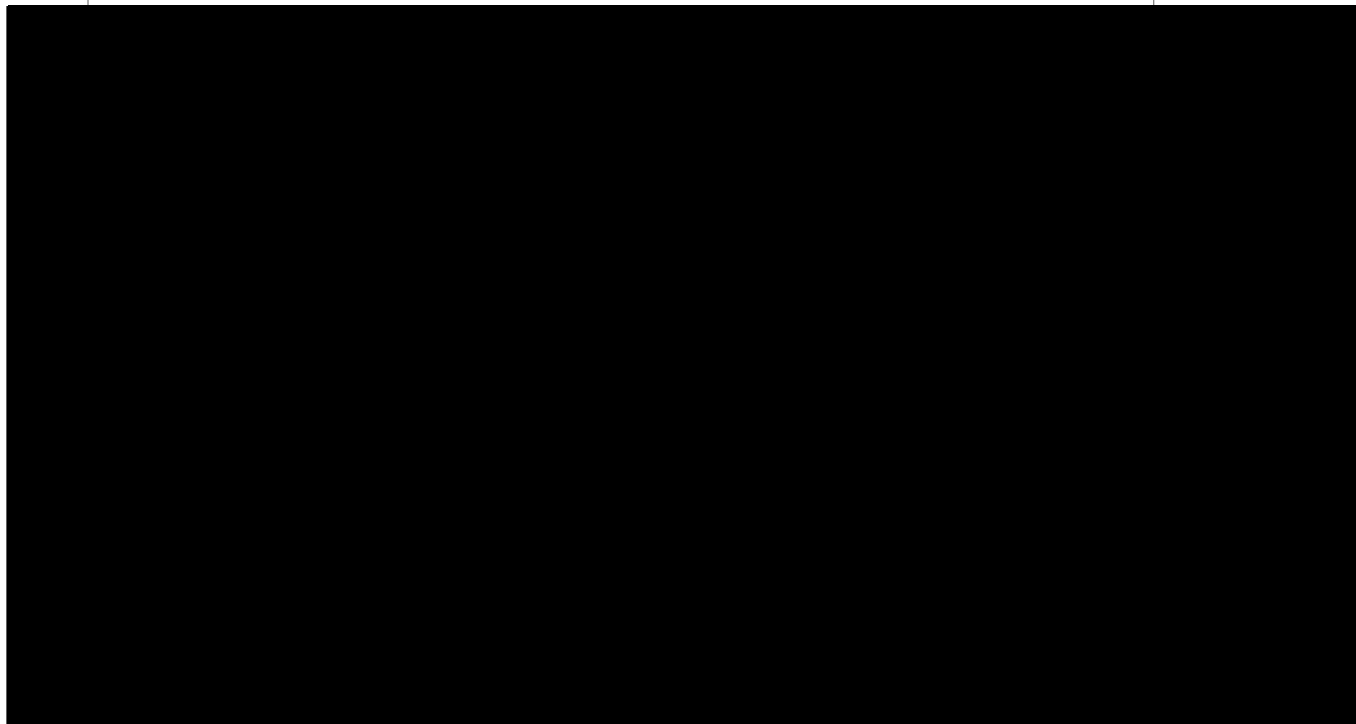
Top reason for choosing iPhone 11 Pro Max over the iPhone 11

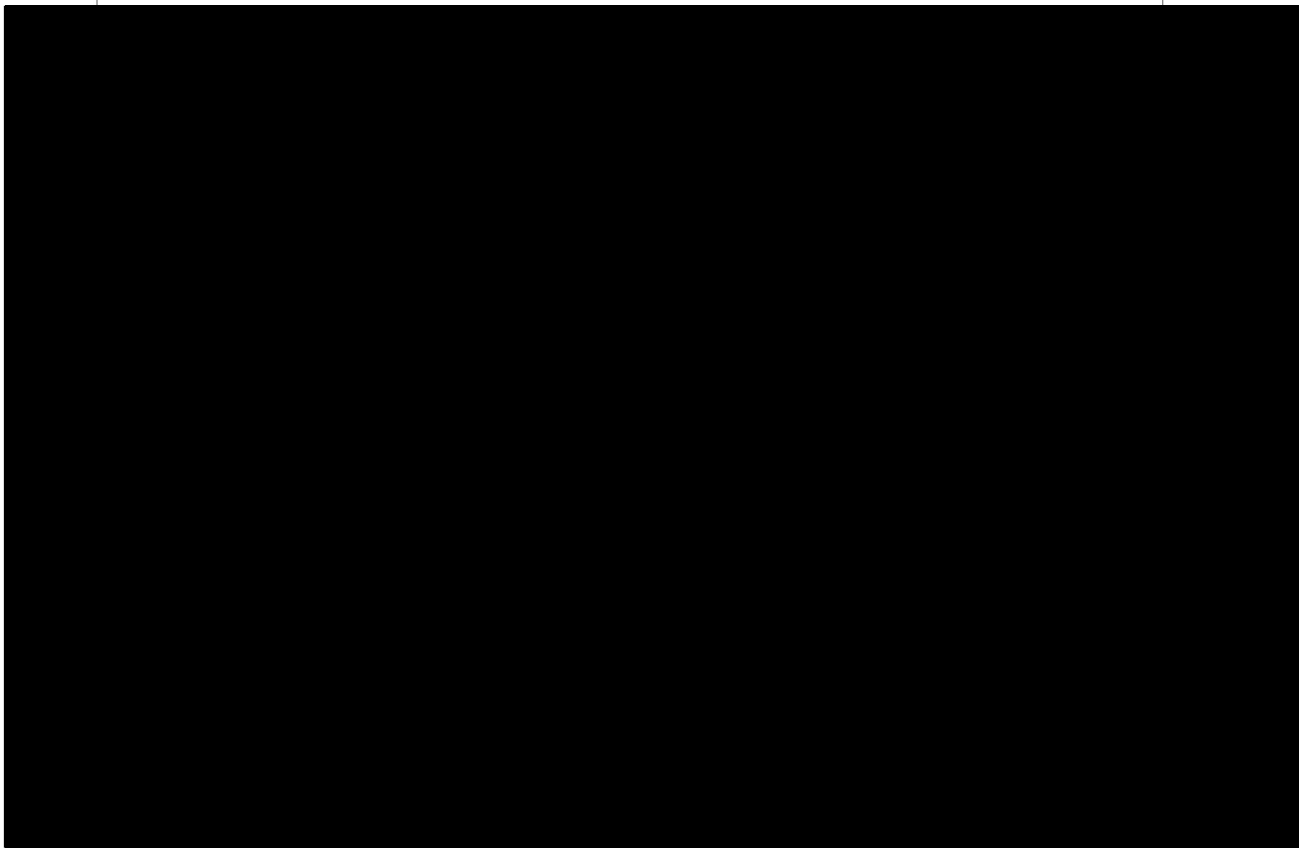


Reasons for choosing the iPhone 11 Pro Max over the iPhone 11 Pro

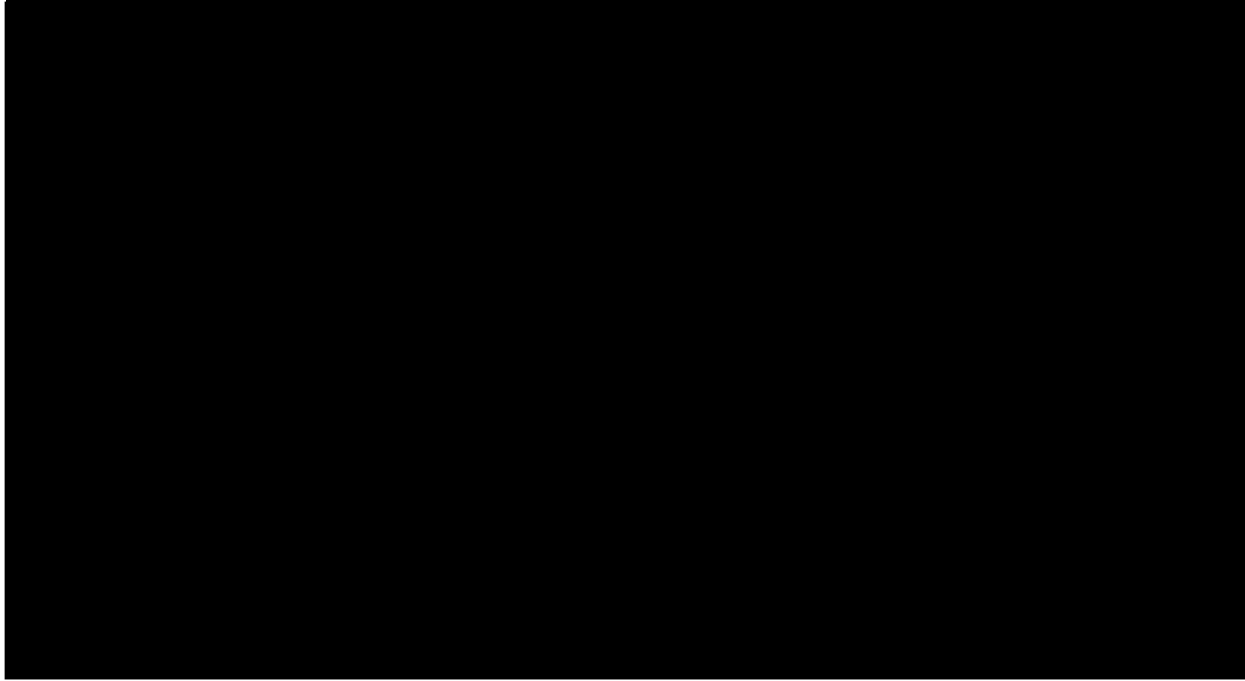


Reasons for choosing the iPhone XR over the iPhone 11





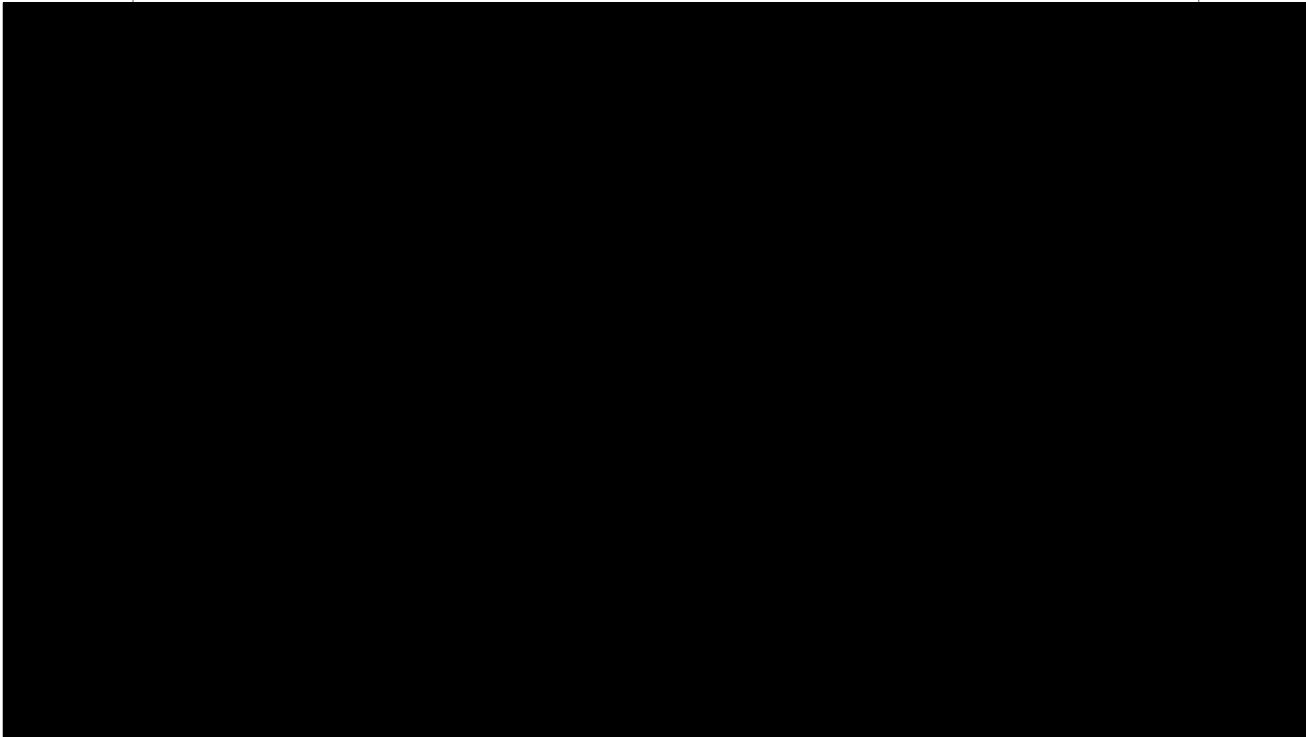
Top reason for choosing iPhone 8 over the iPhone 11



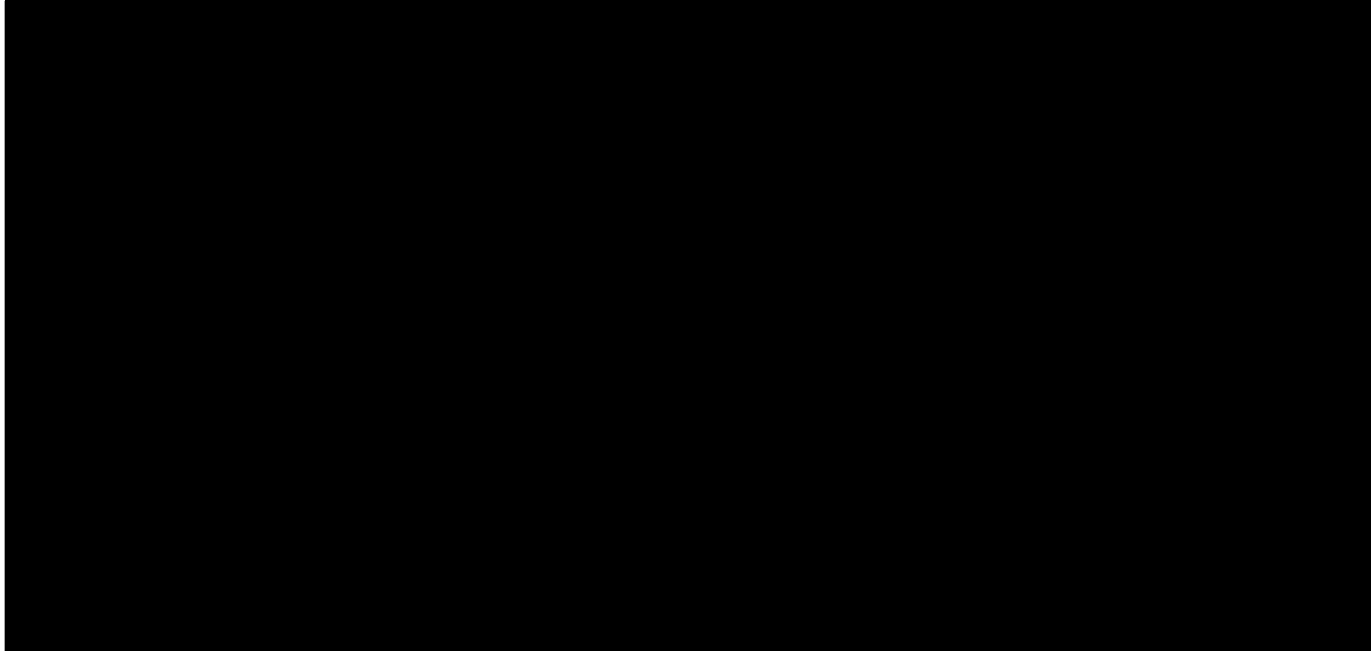
Reasons for choosing the iPhone 8 over the iPhone 11 Pro



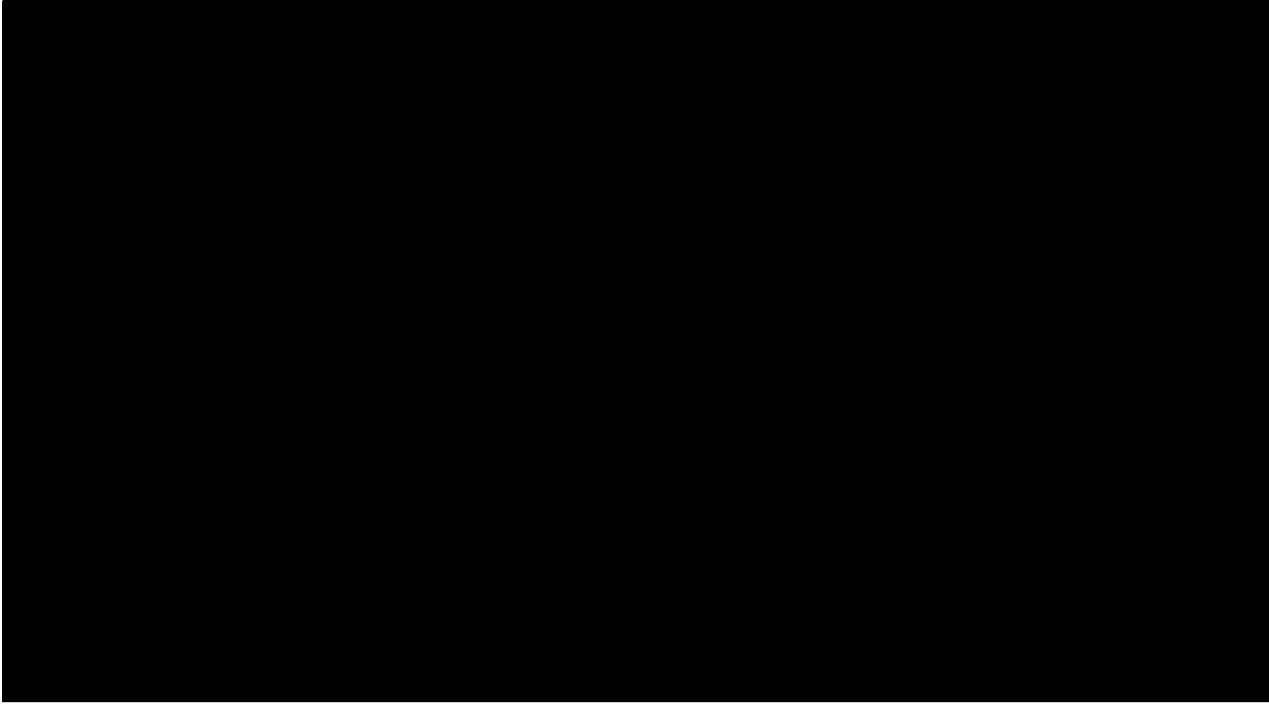
Reasons for choosing iPhone 8 Plus over the iPhone 11

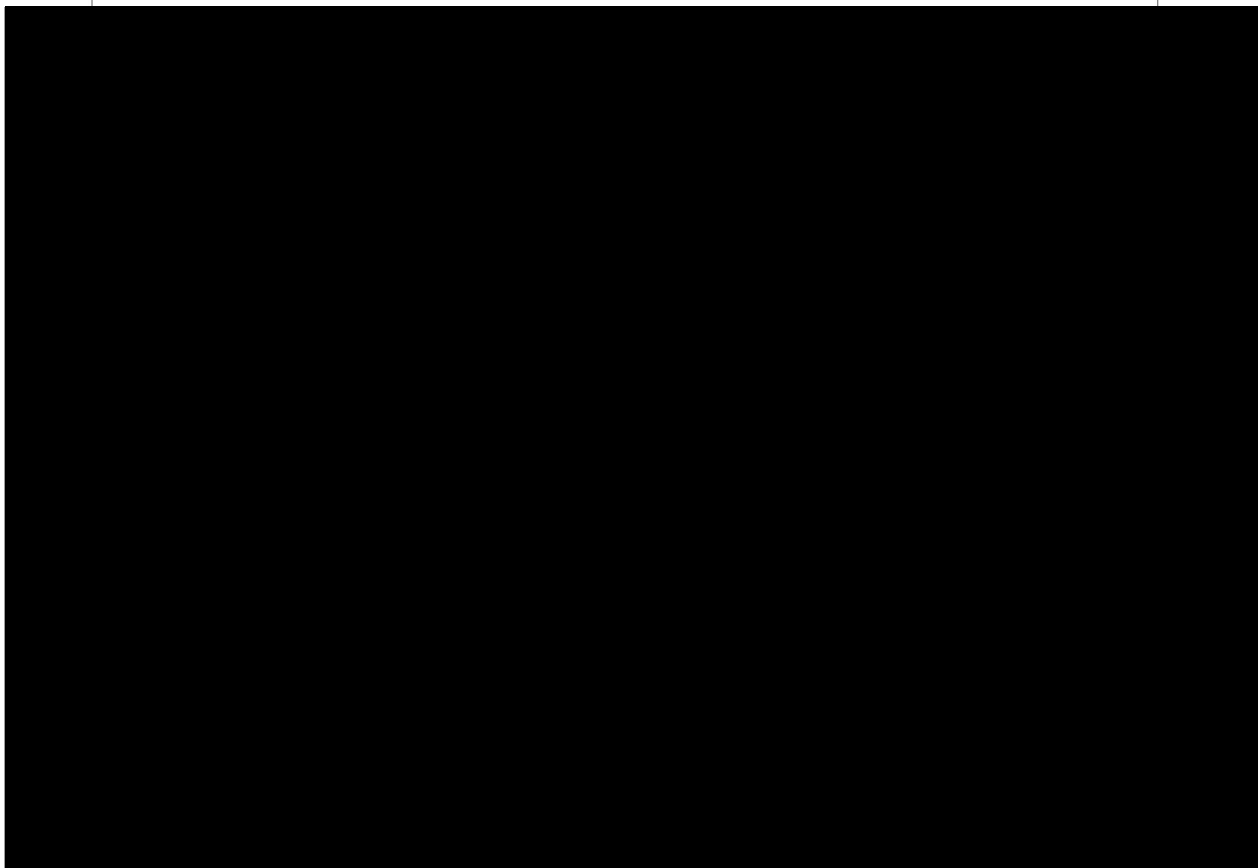


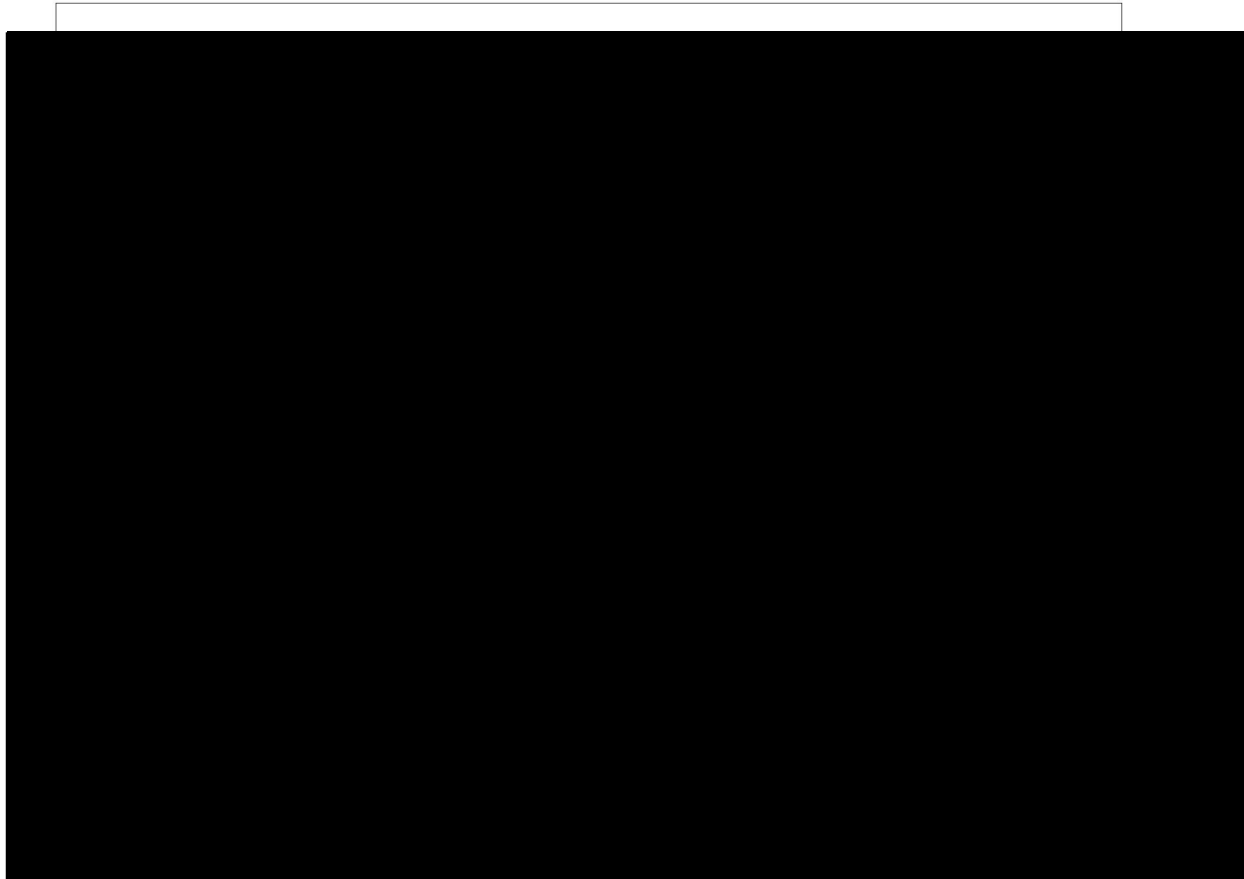
Top reason for choosing iPhone 8 Plus over the iPhone 11

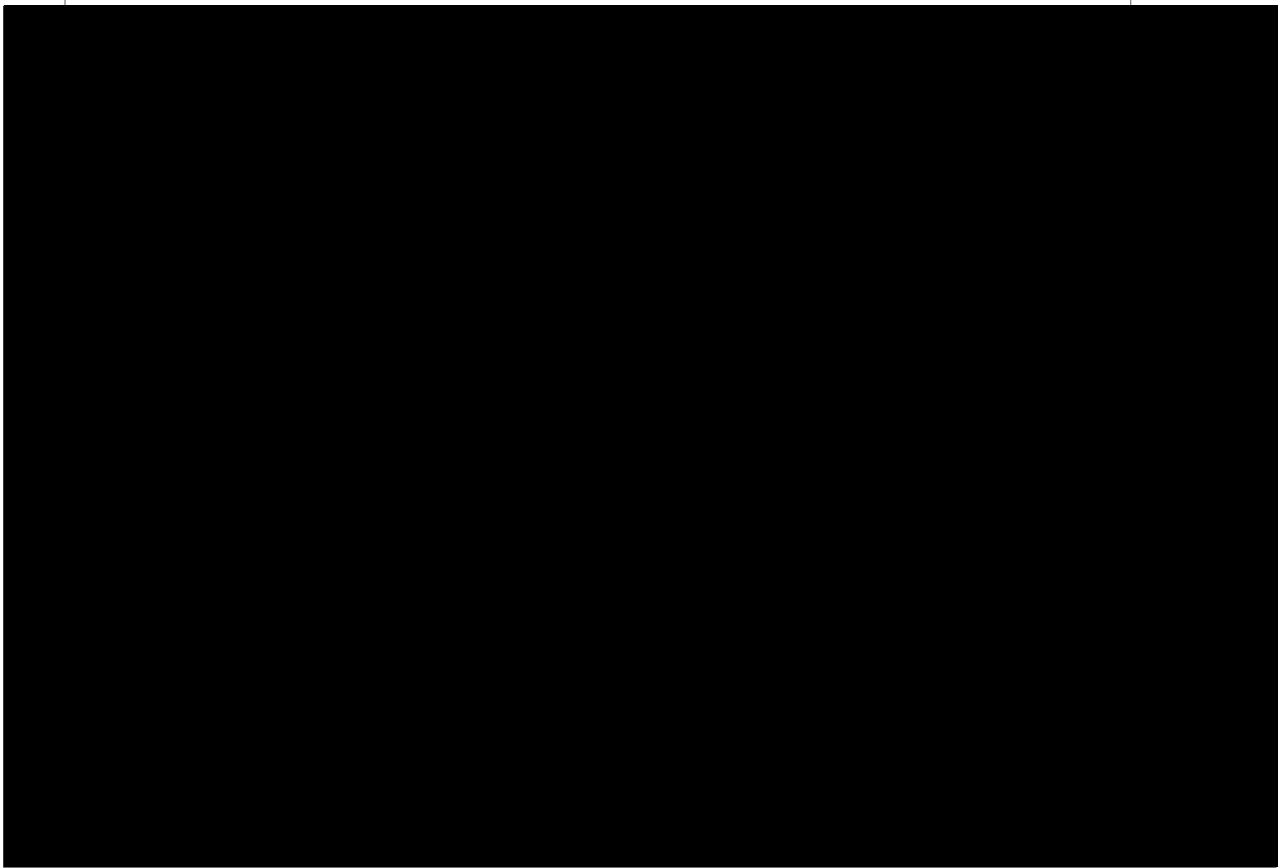


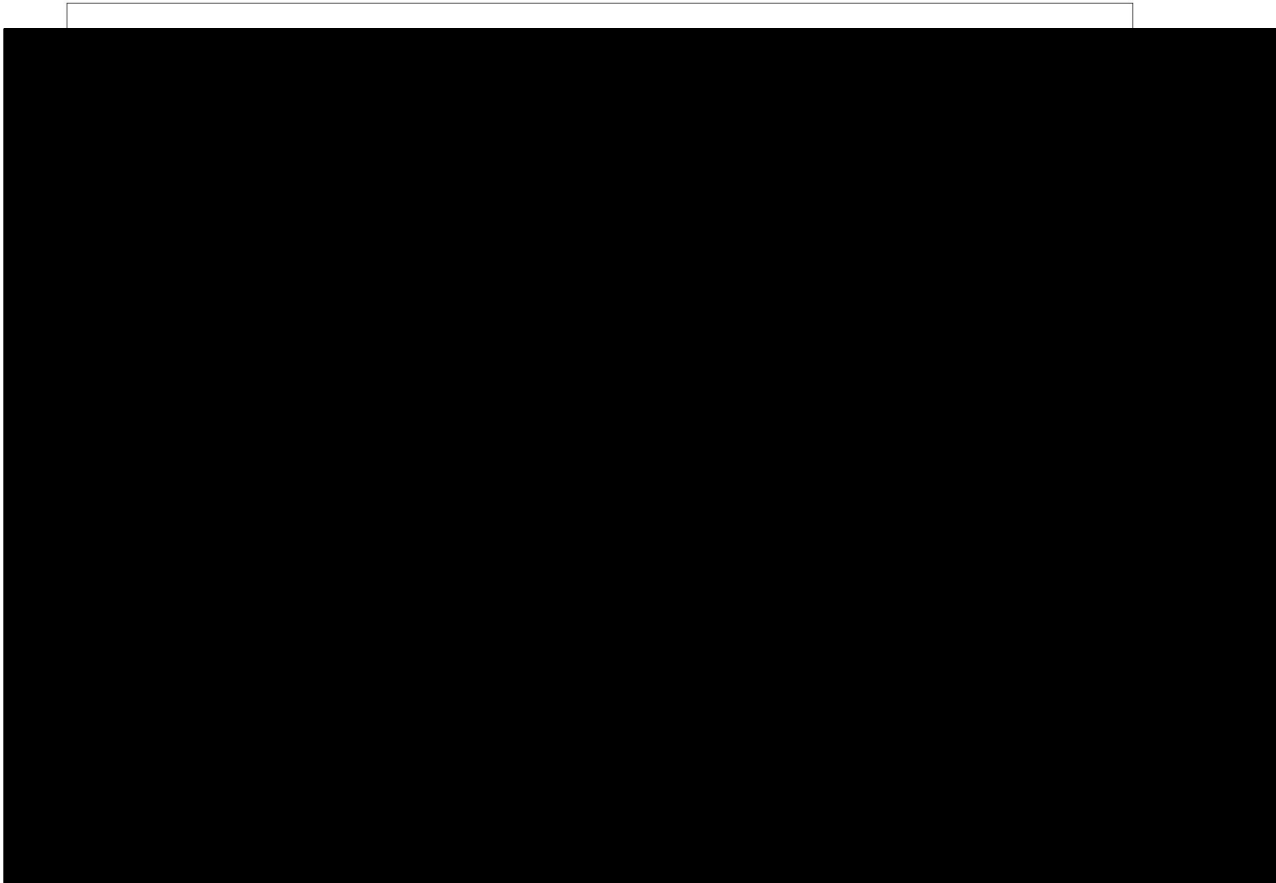
Reasons for choosing the iPhone 8 Plus over the iPhone 11 Pro Max

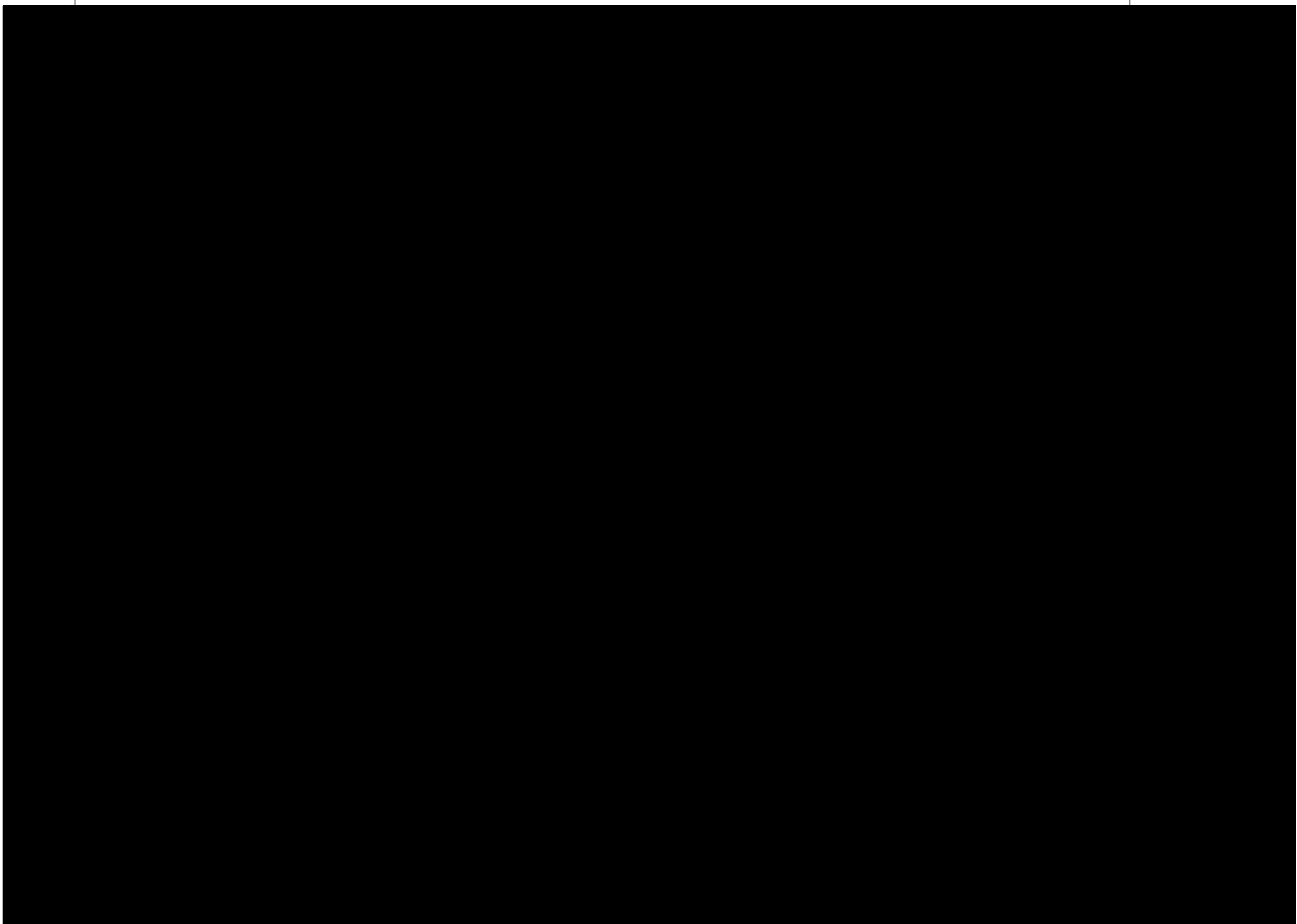


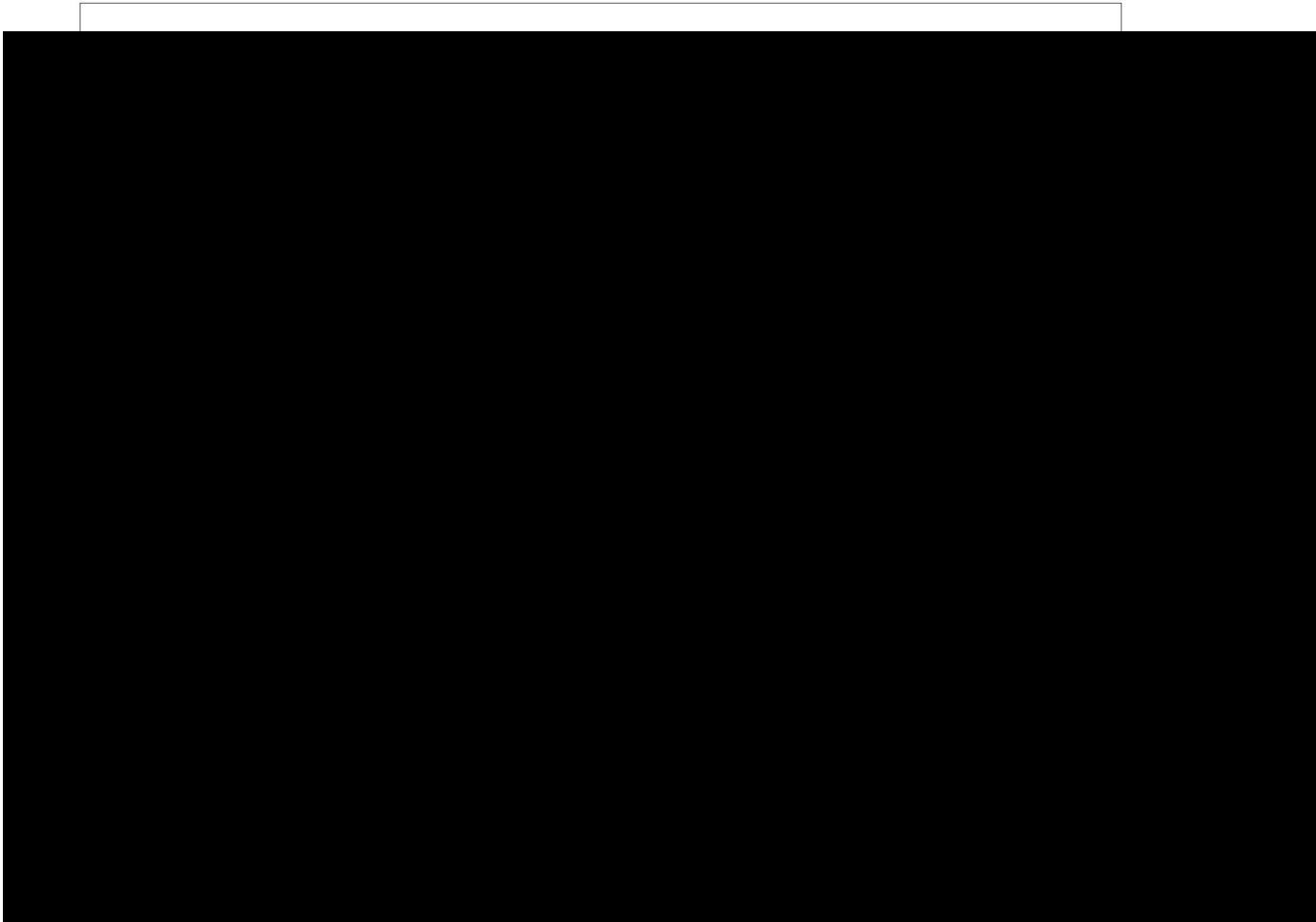


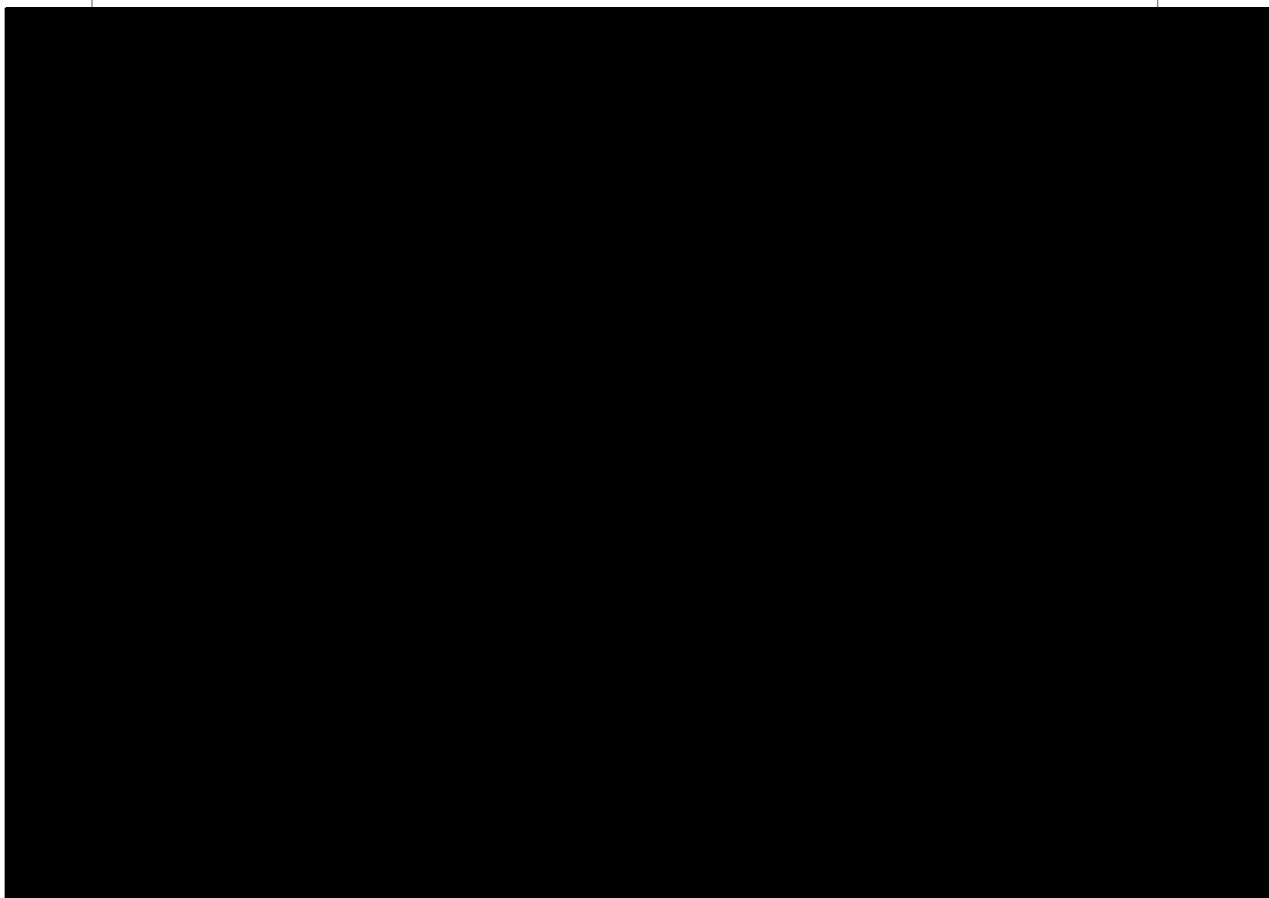


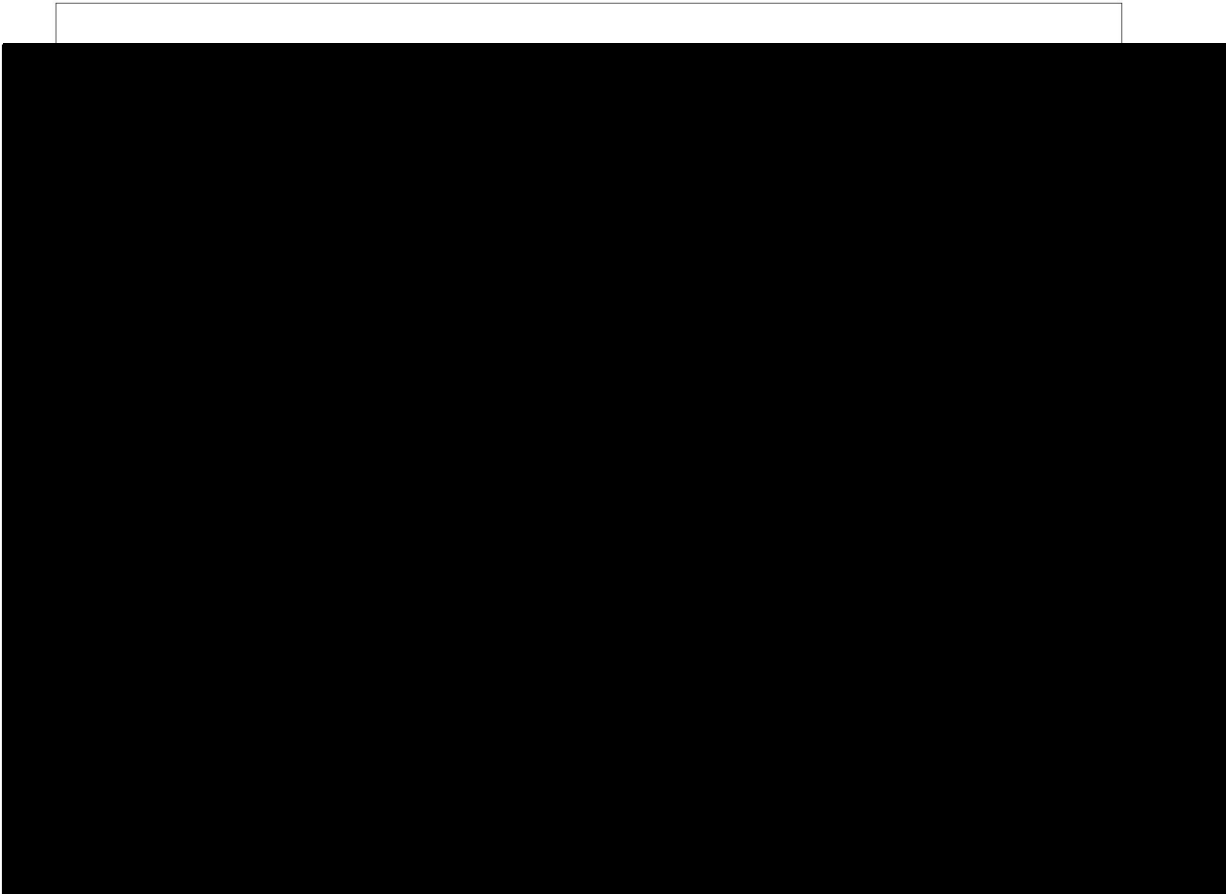


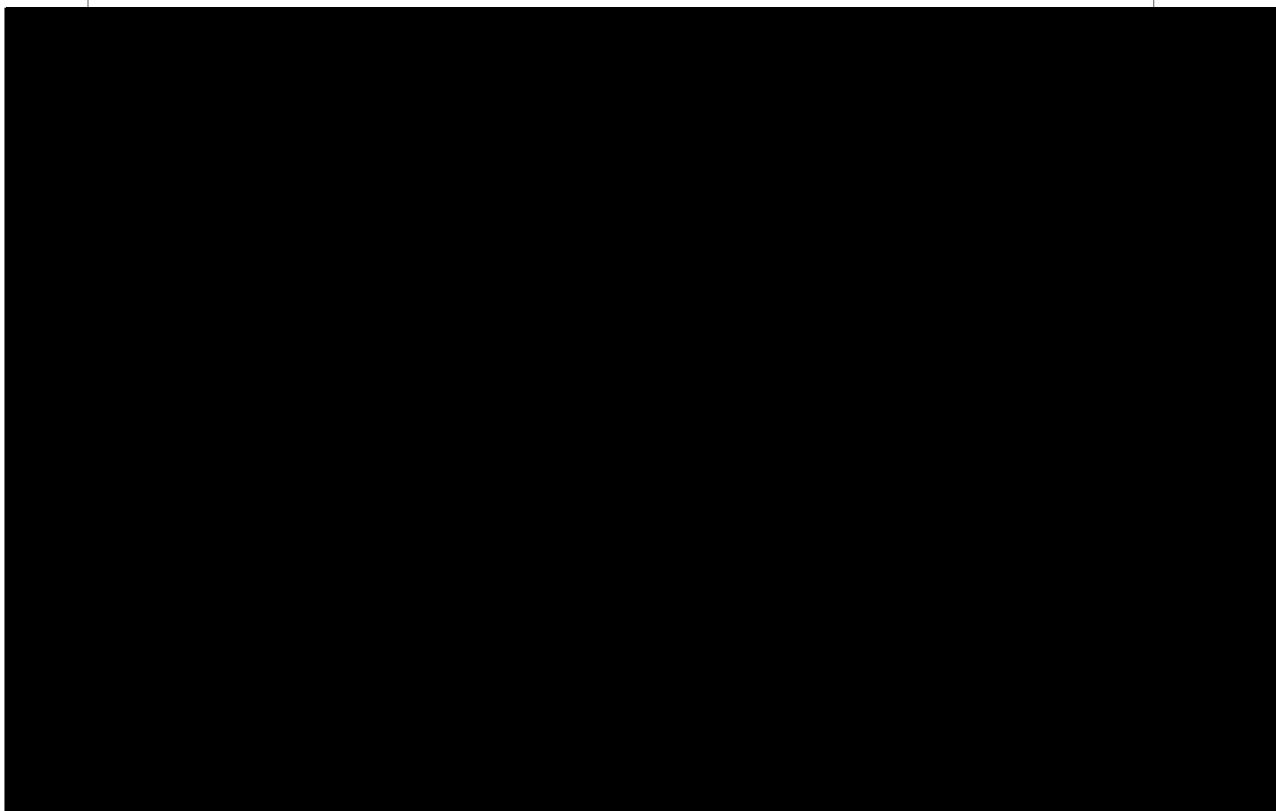




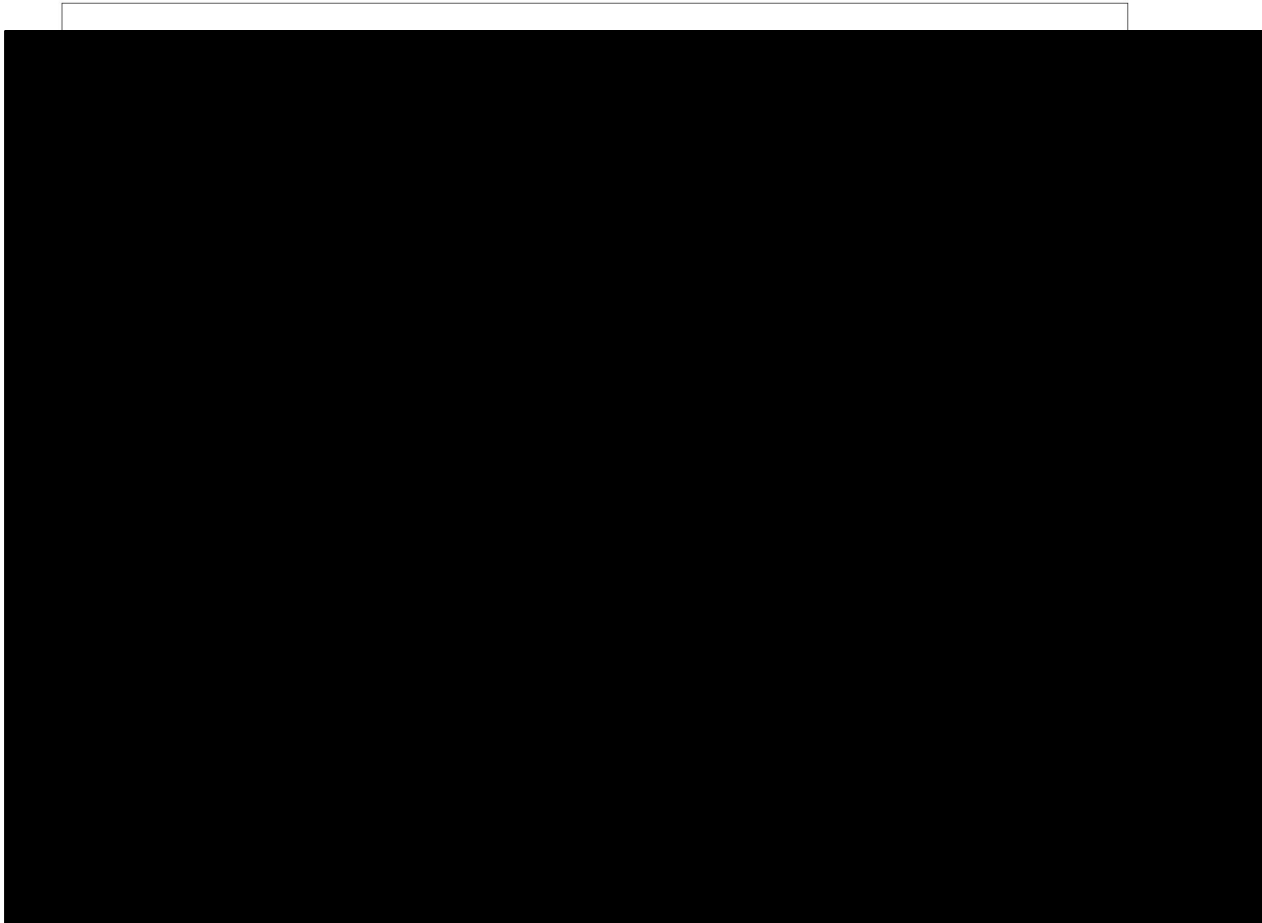


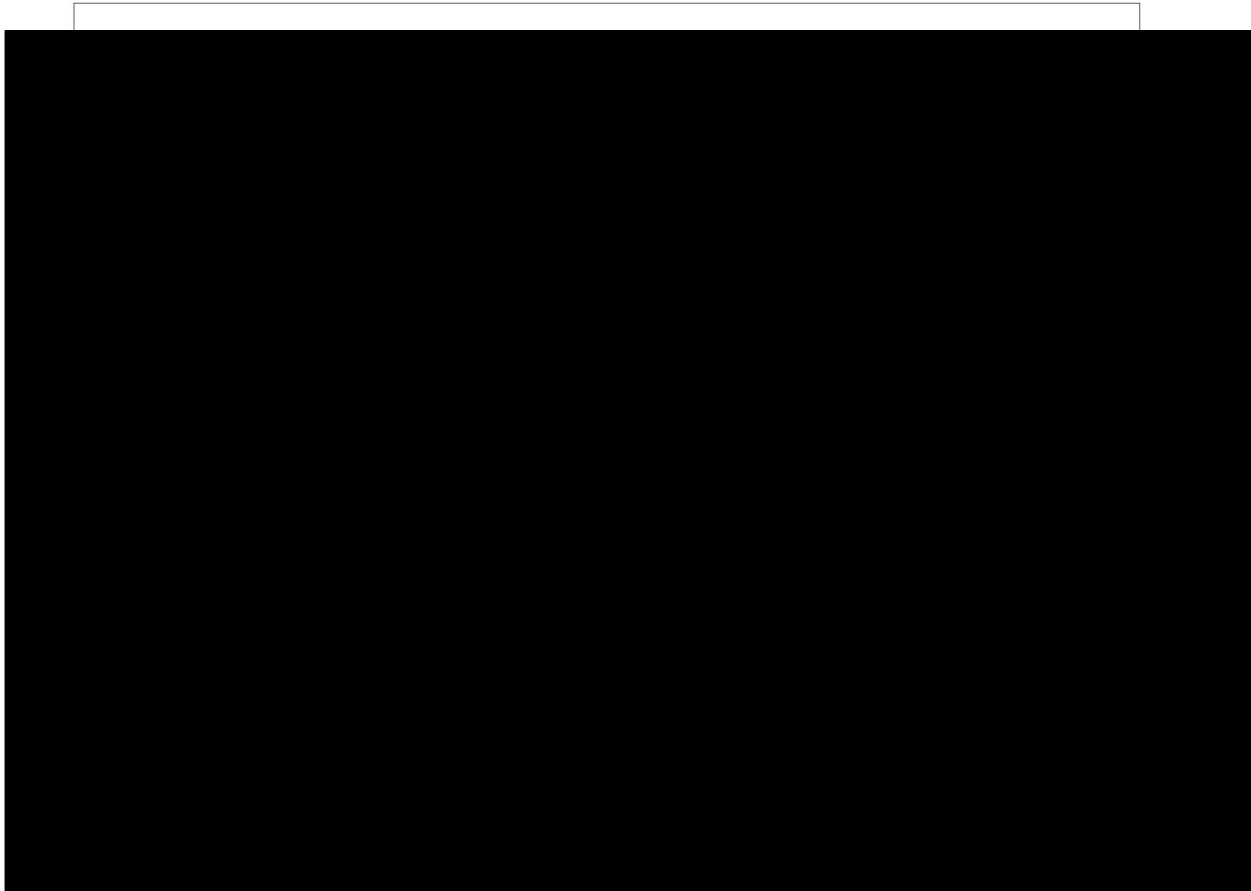


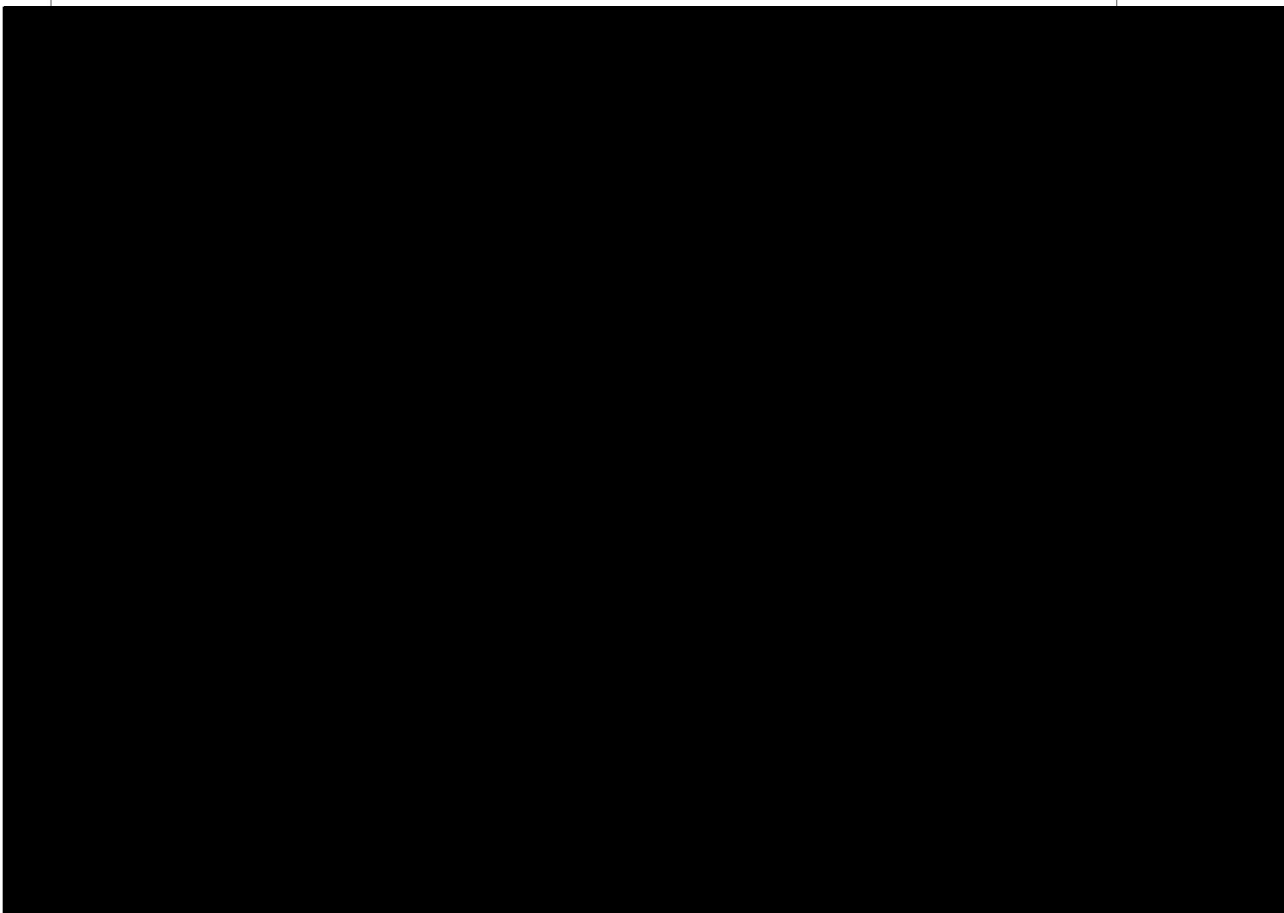


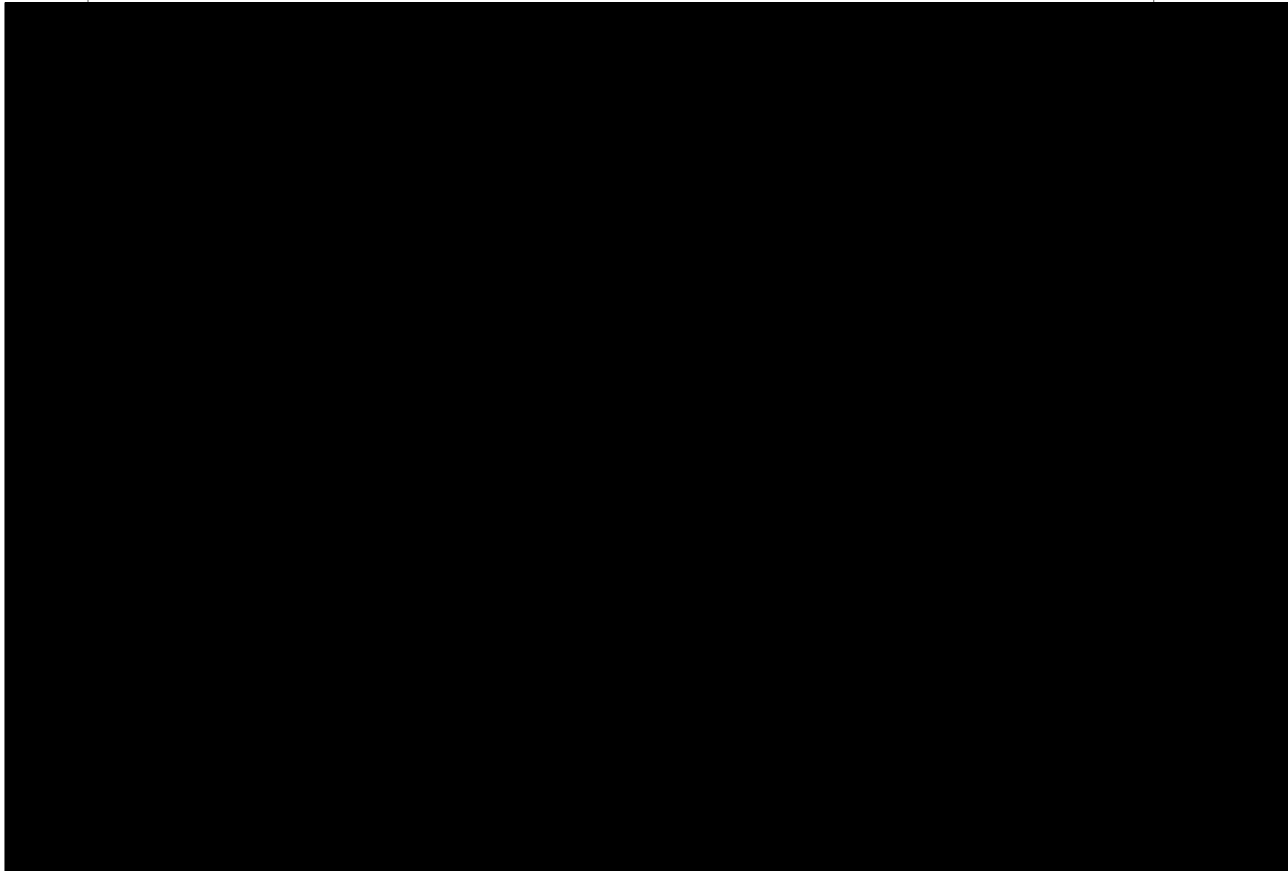


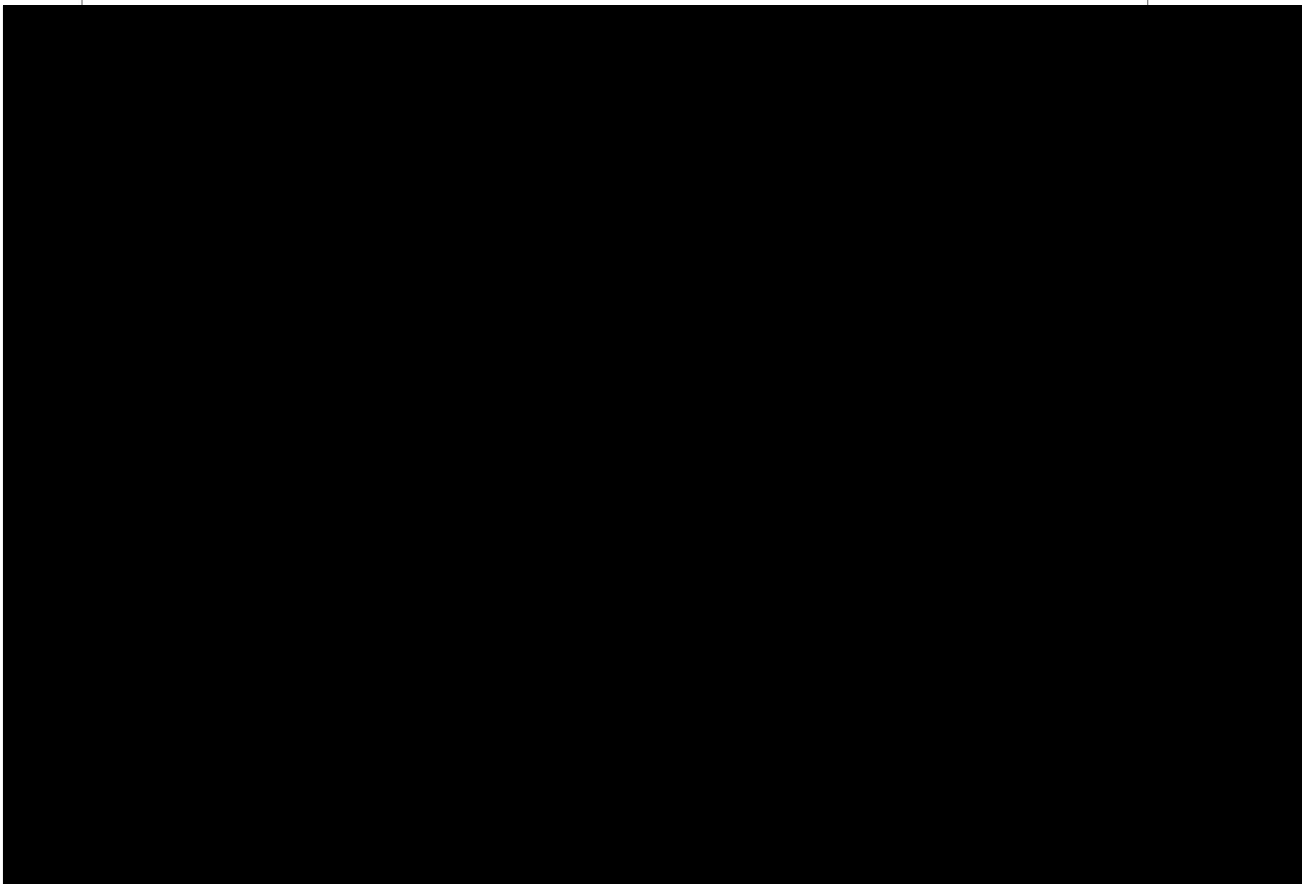


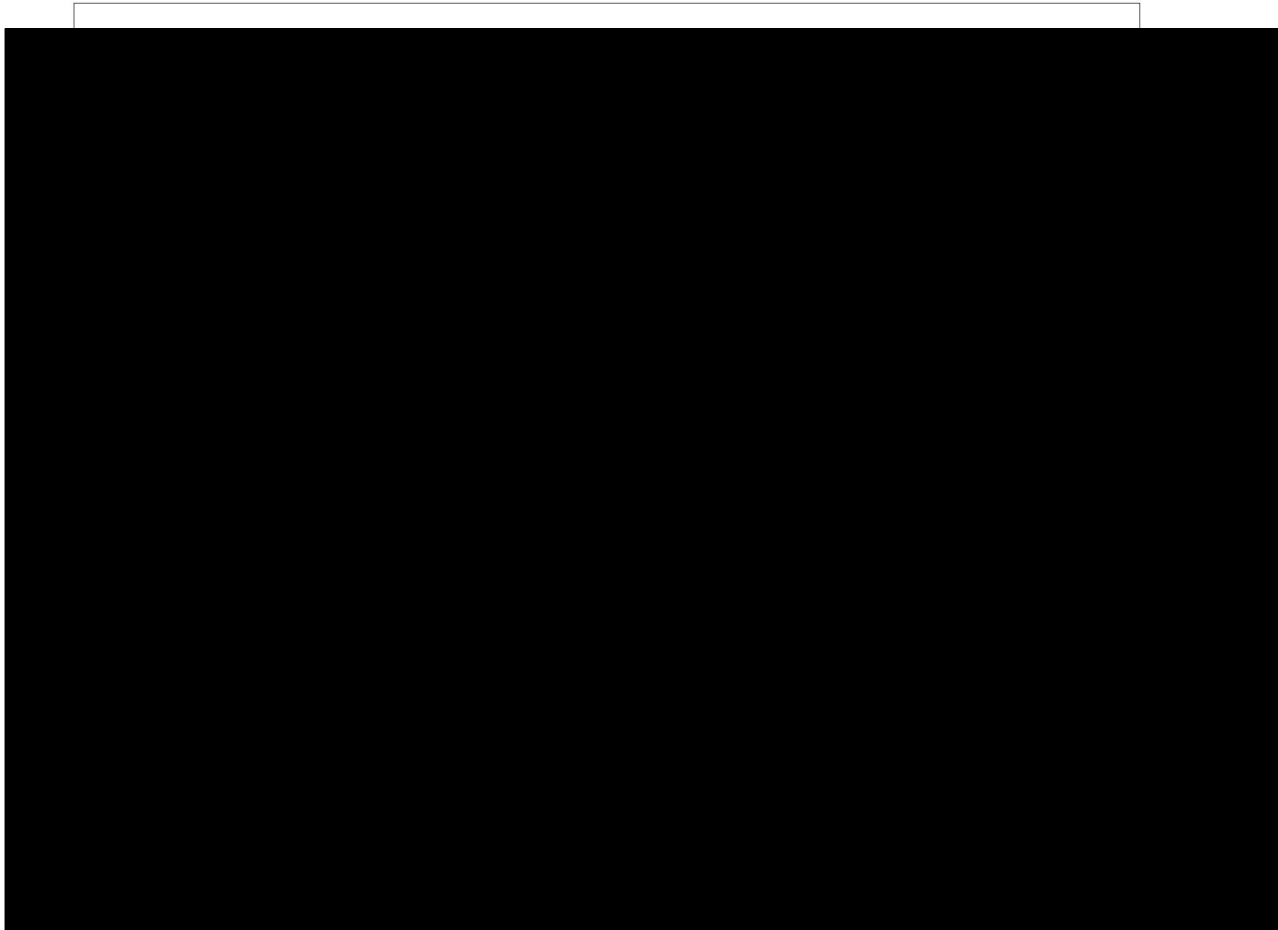




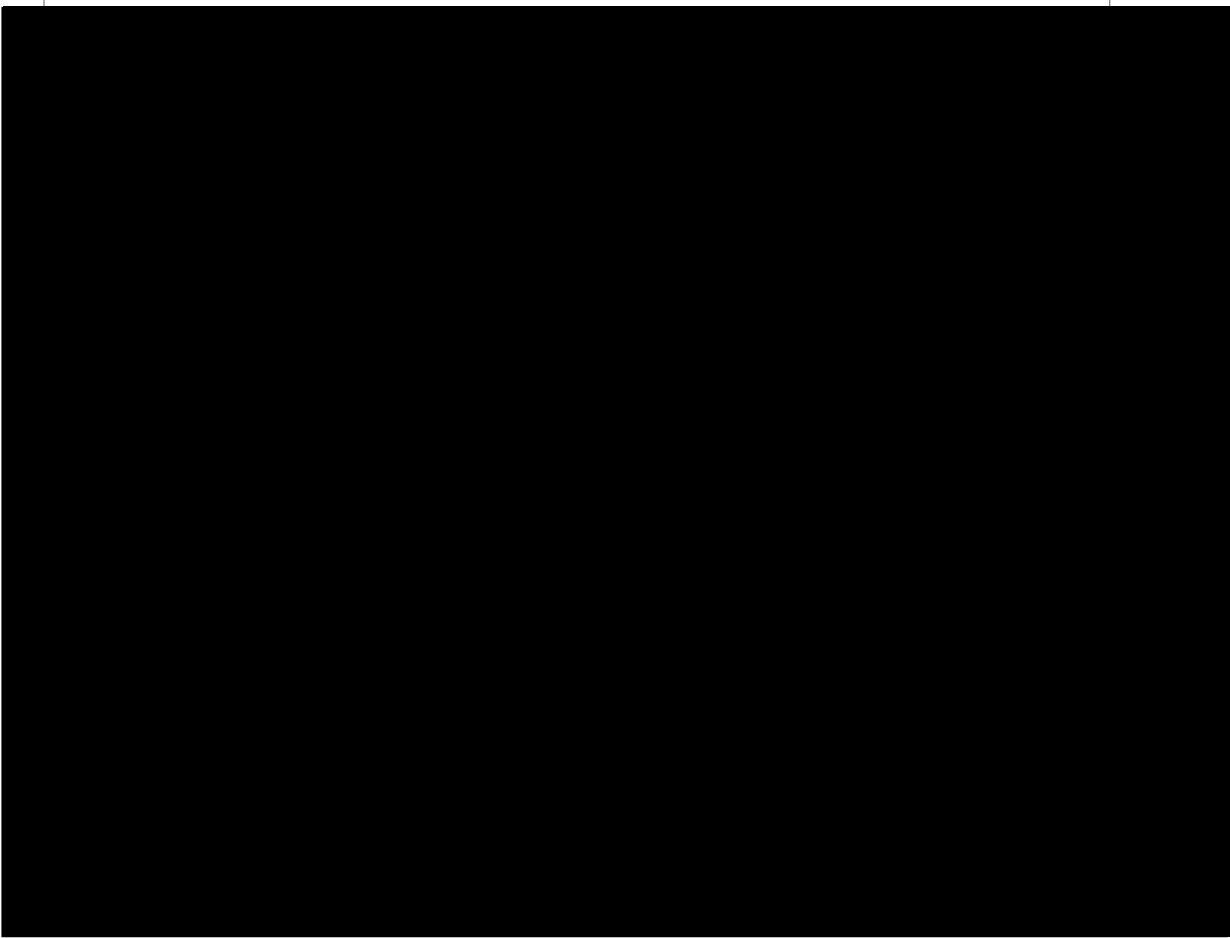


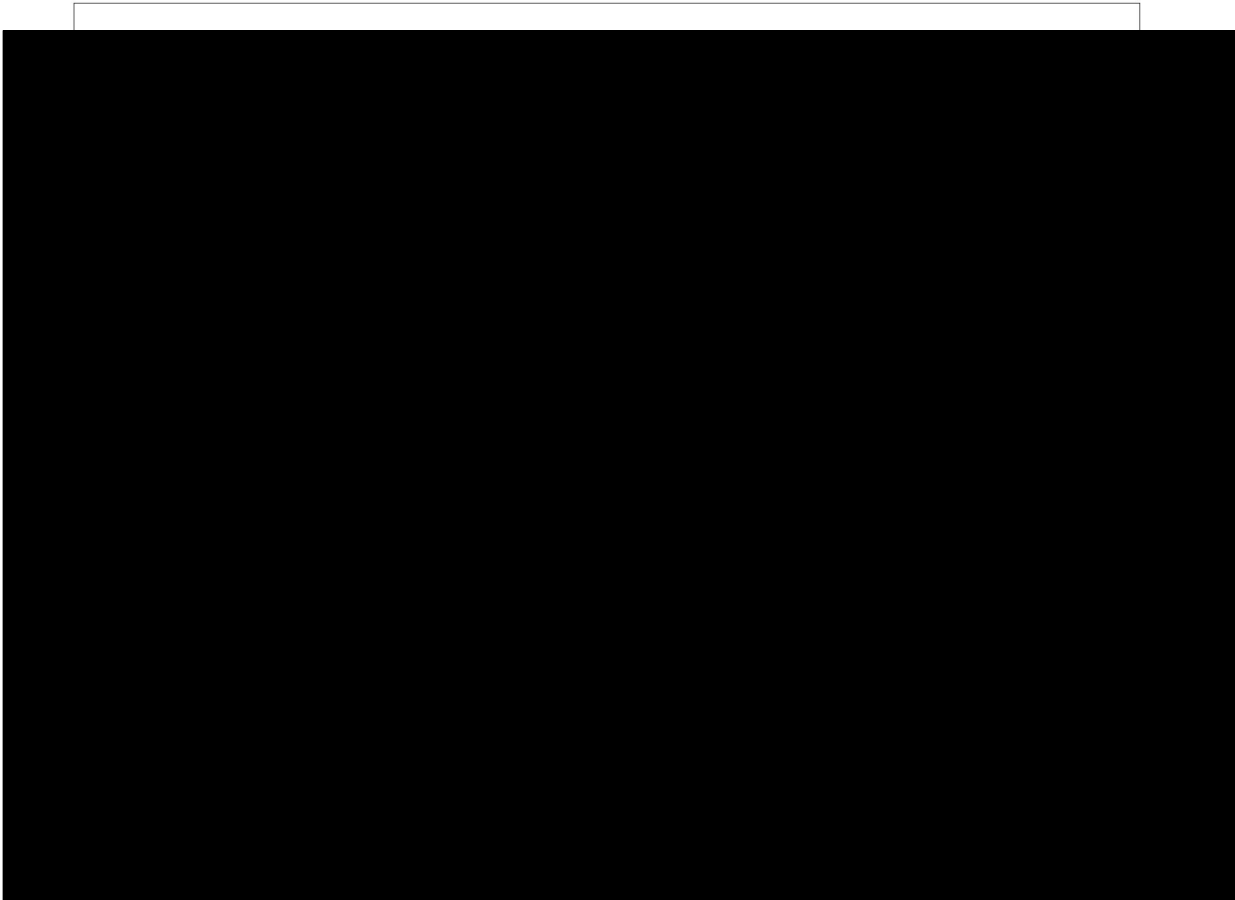


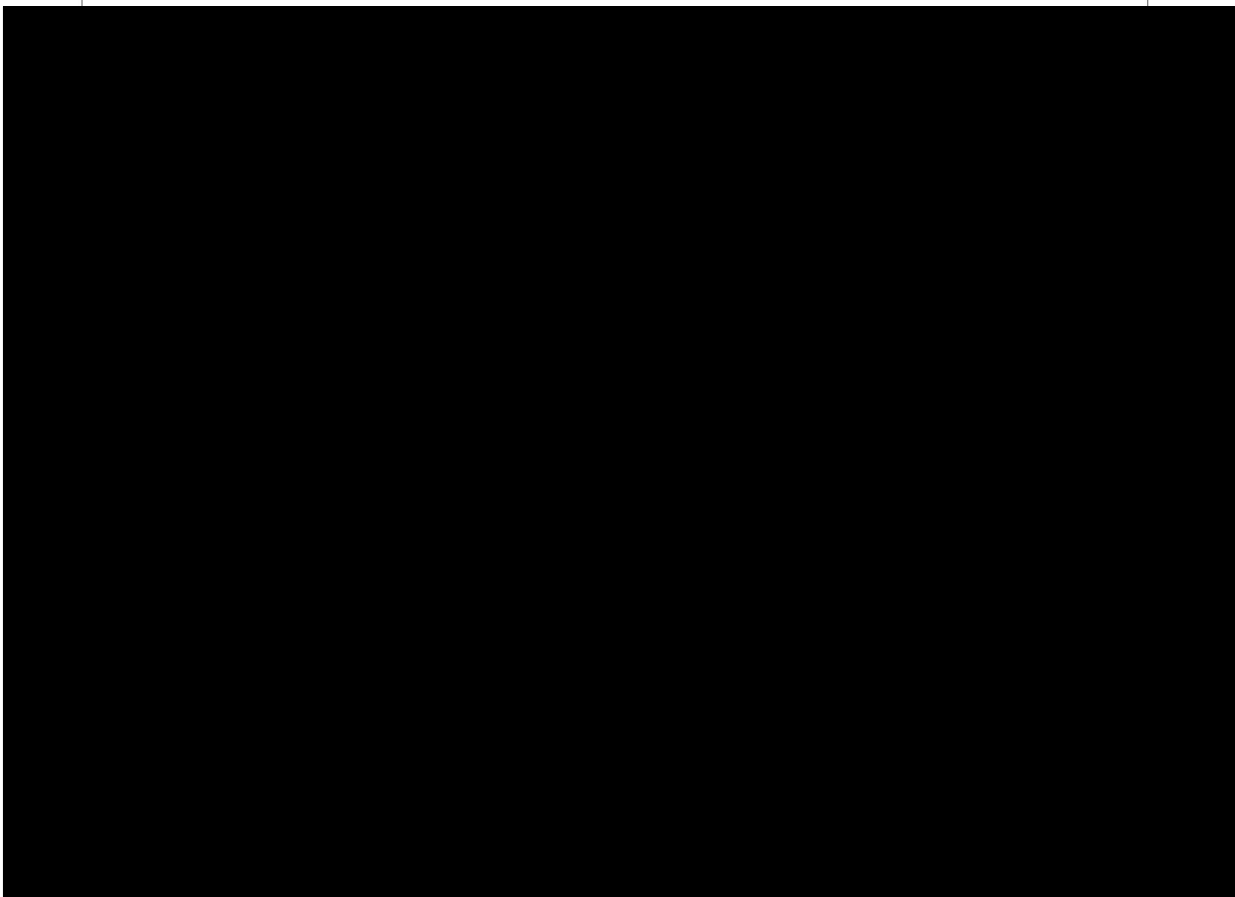


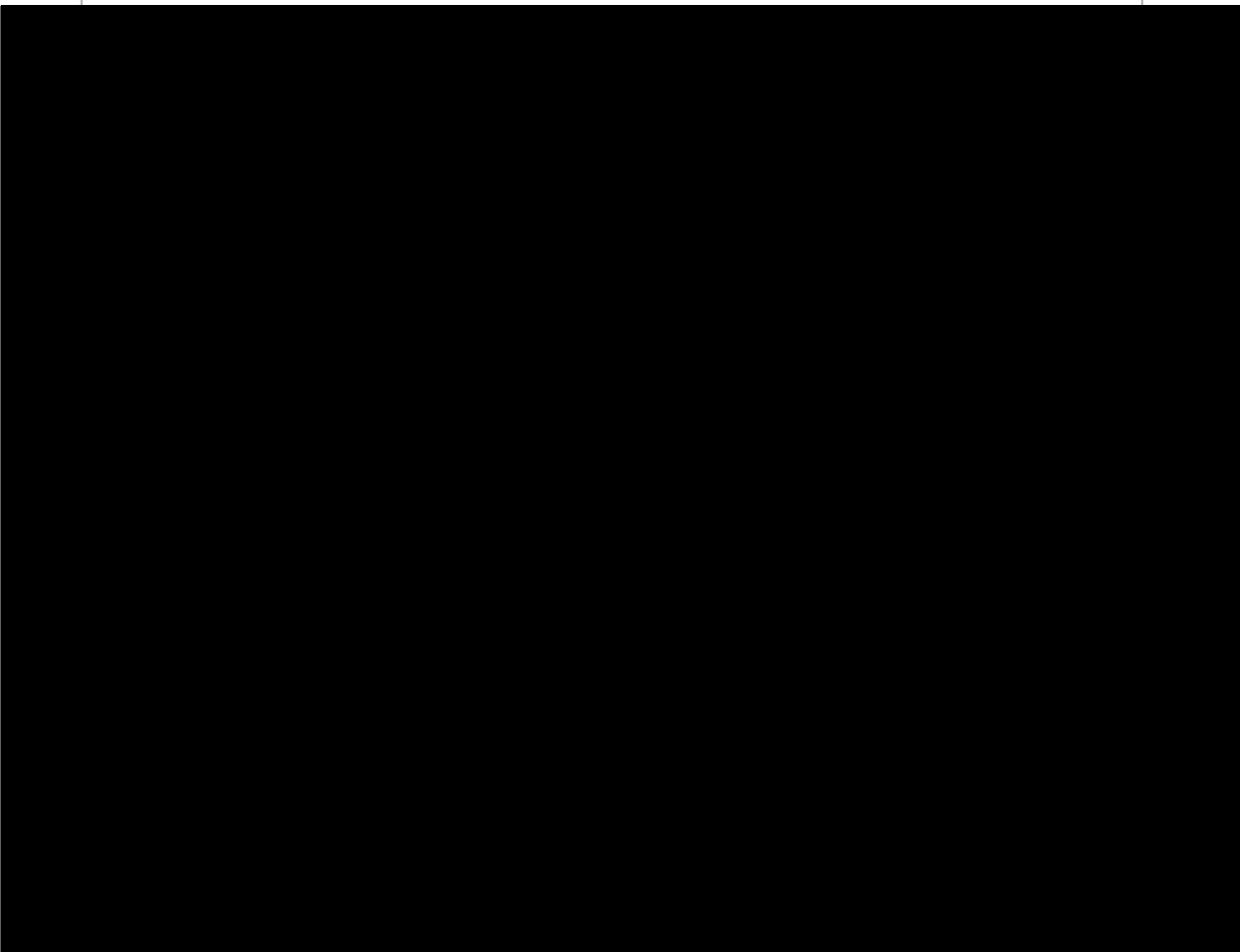






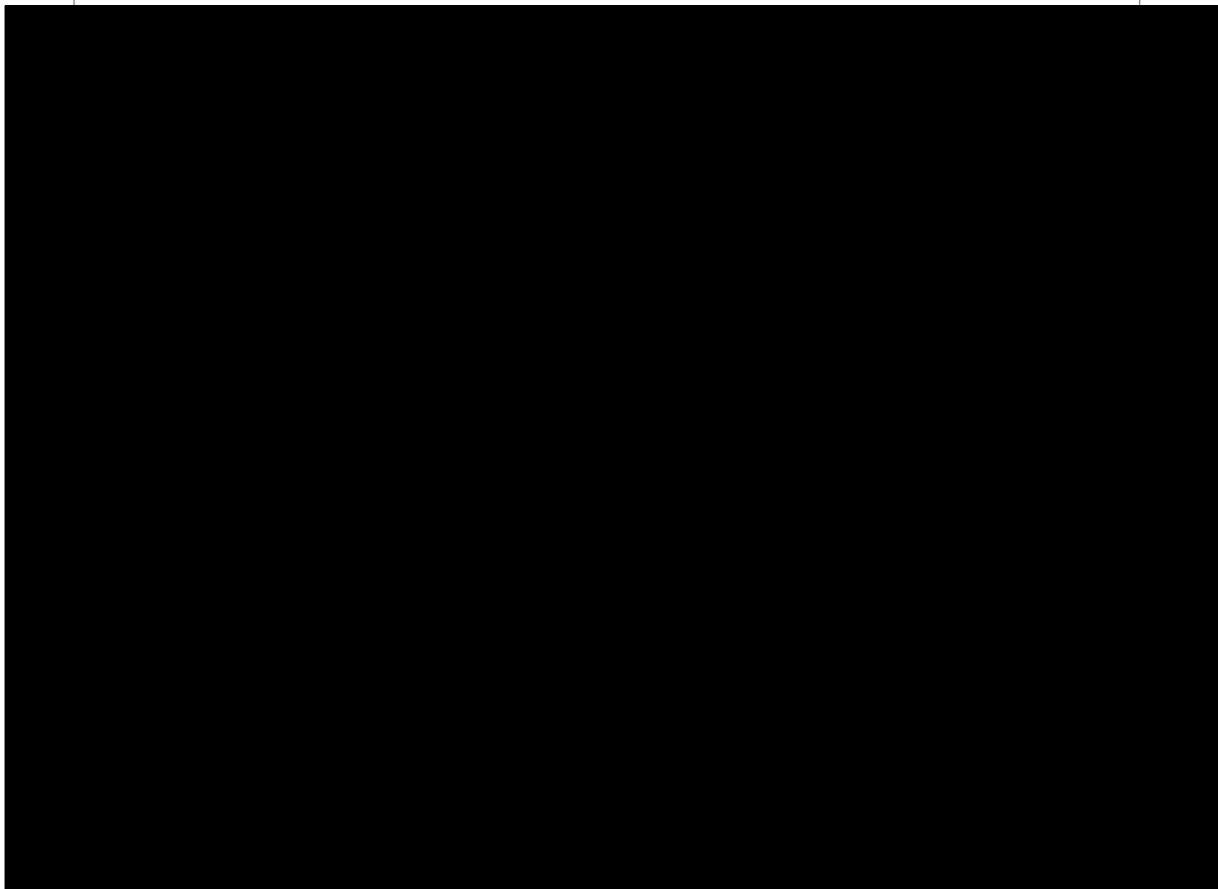




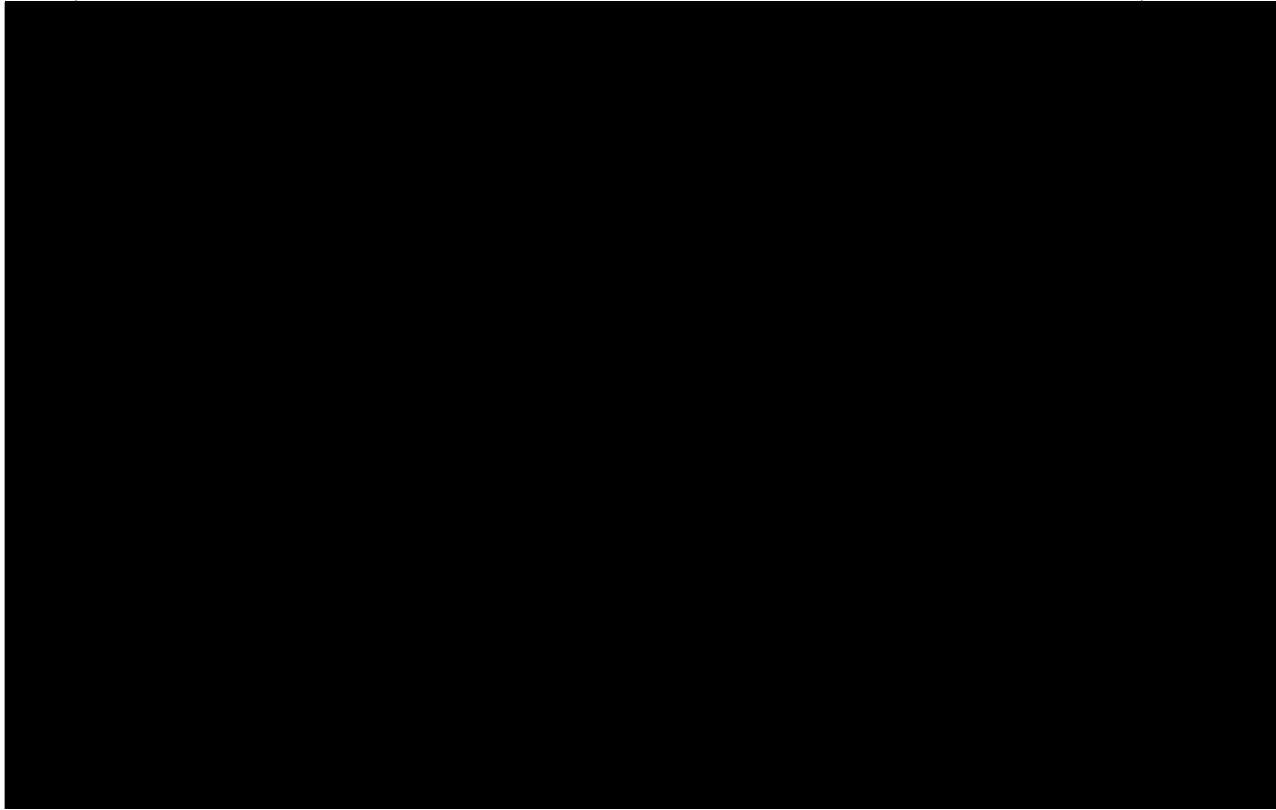




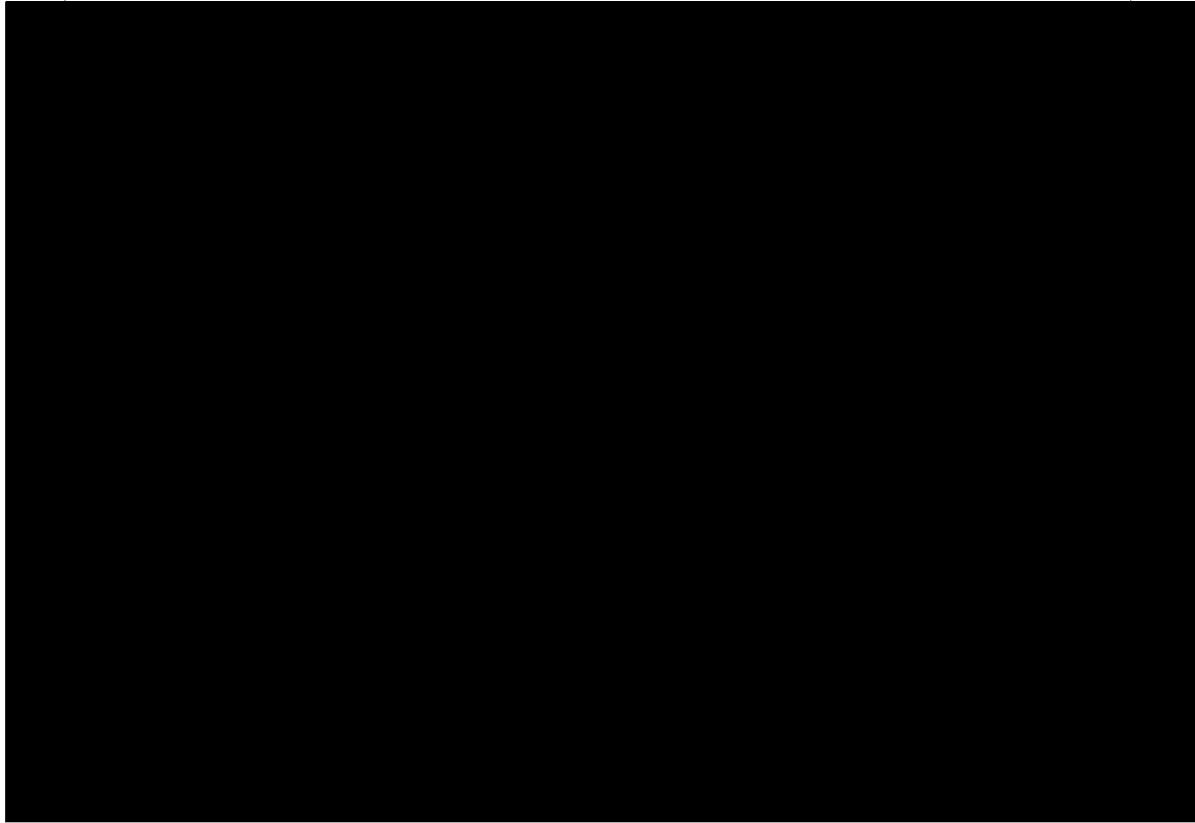




Key Findings



Key Findings



Appendix

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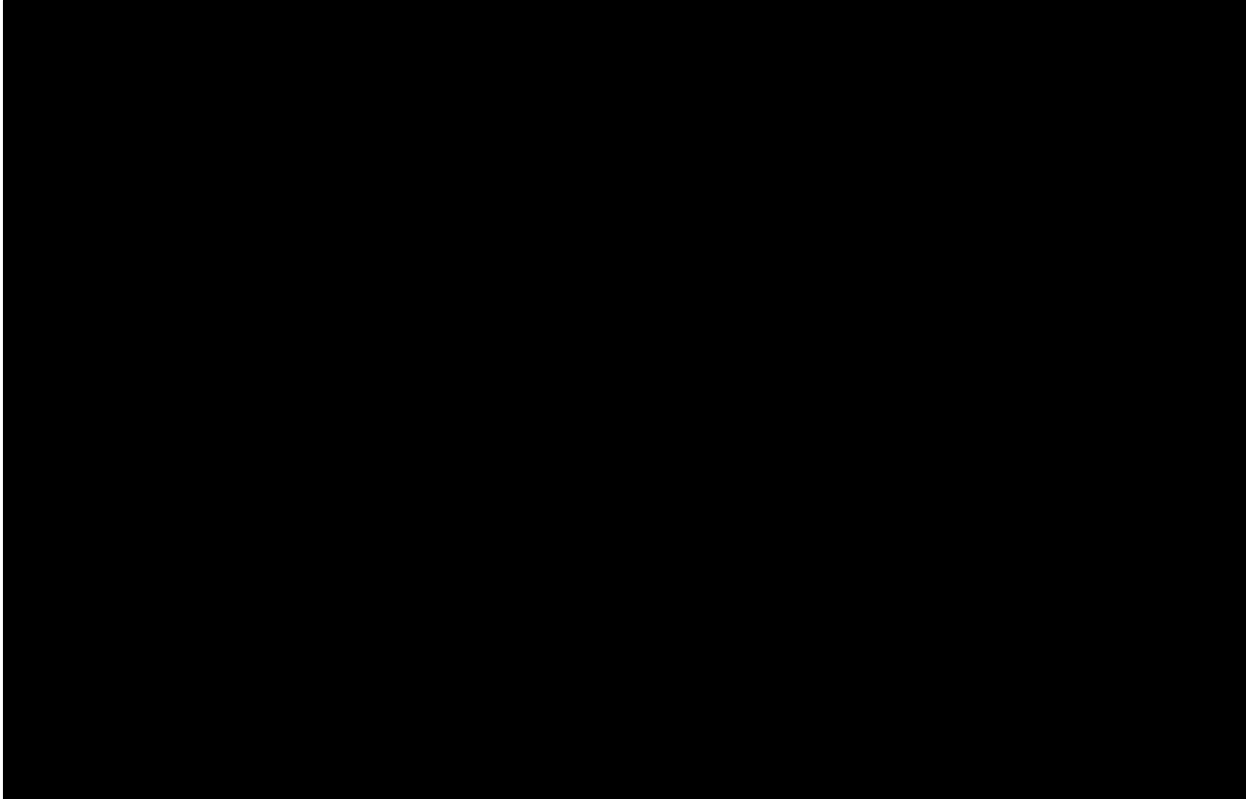
Acquisition detailed results

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Acquisition method

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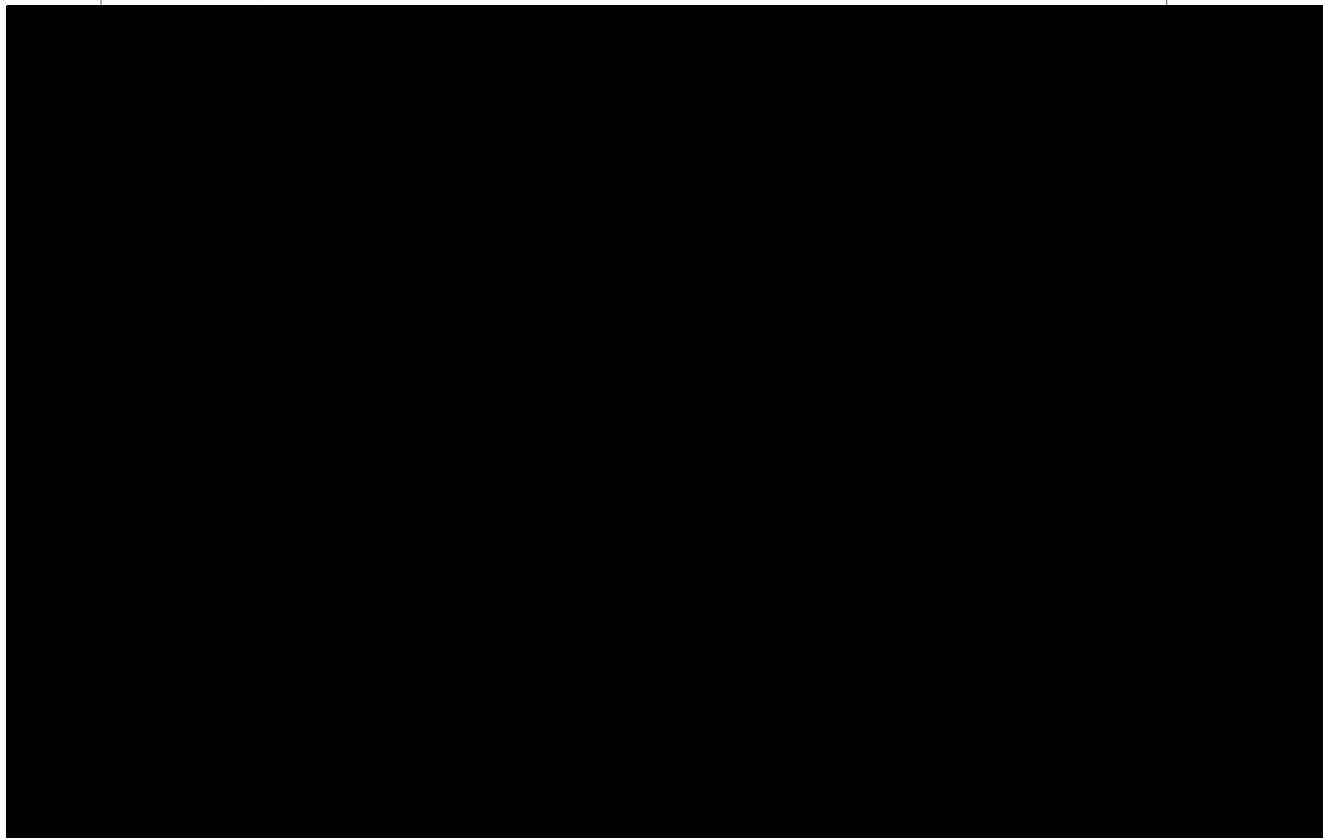
Model bought/owned (among FY20-Q1)



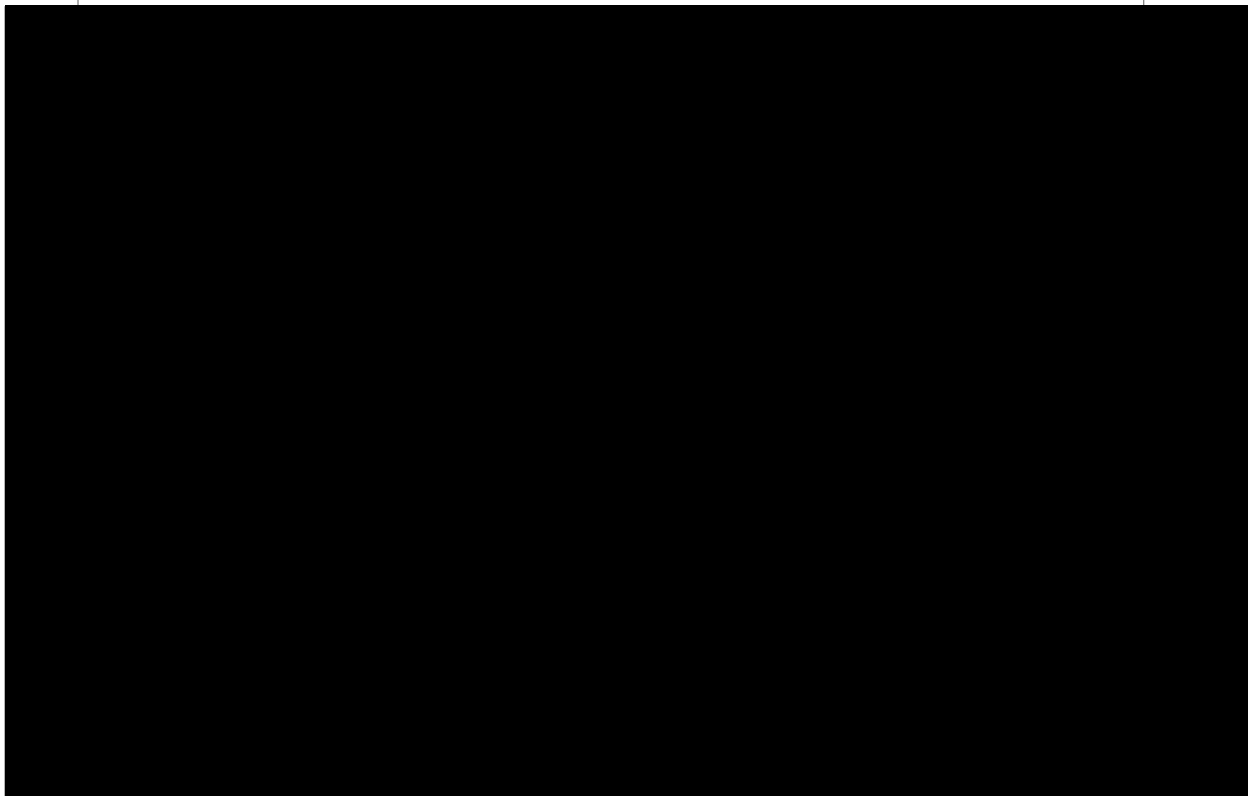
Model bought/owned (among FY19-Q4)



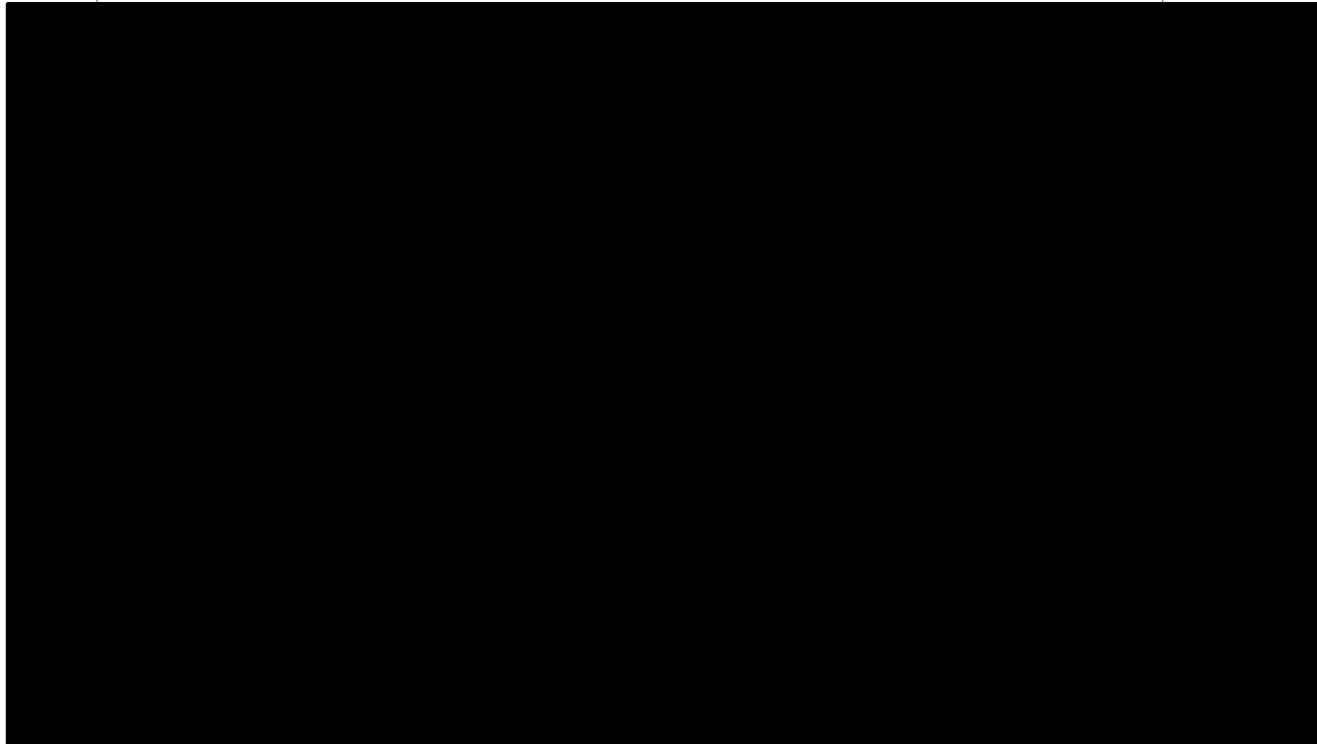
Model bought/owned: N Gen



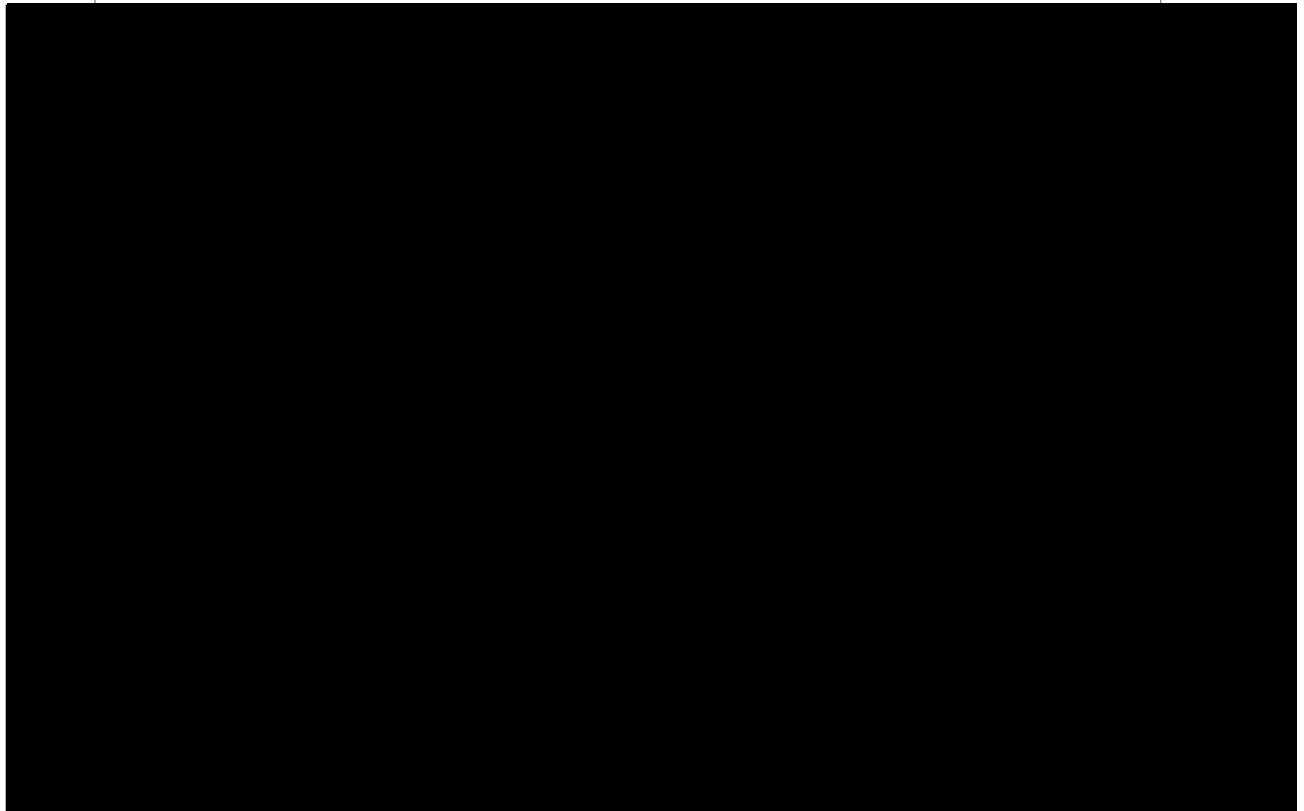
Acquisition method



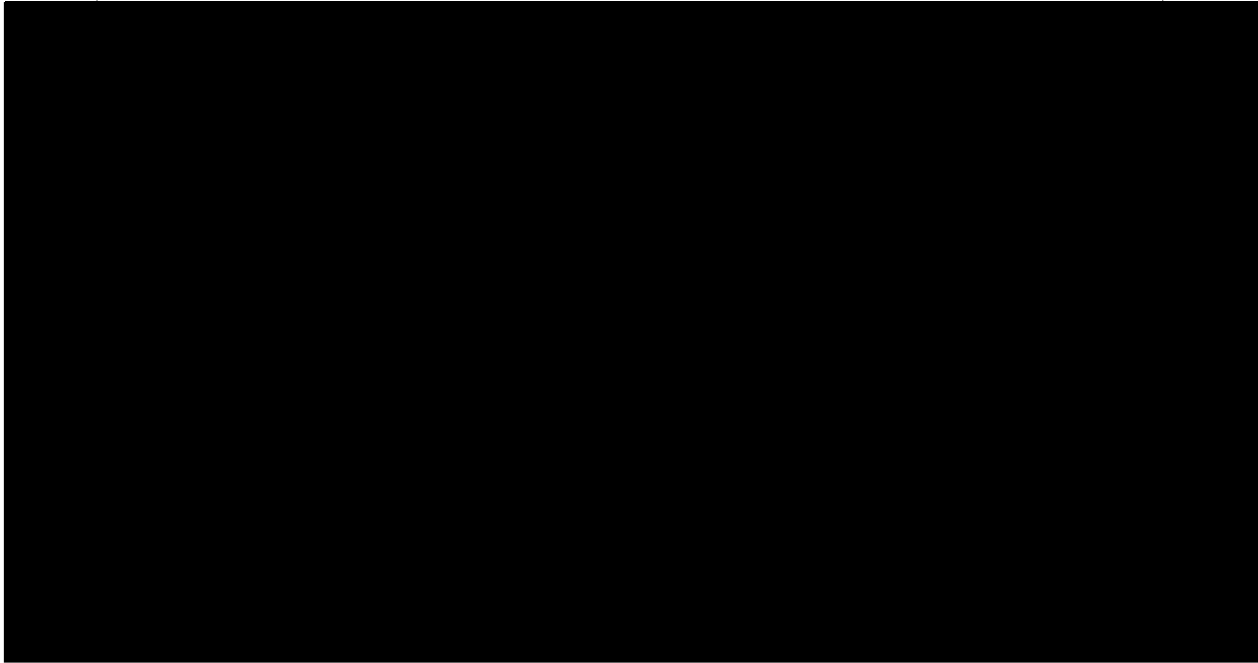
Acquisition method: Bought for self



Acquisition method (among Flagship models)



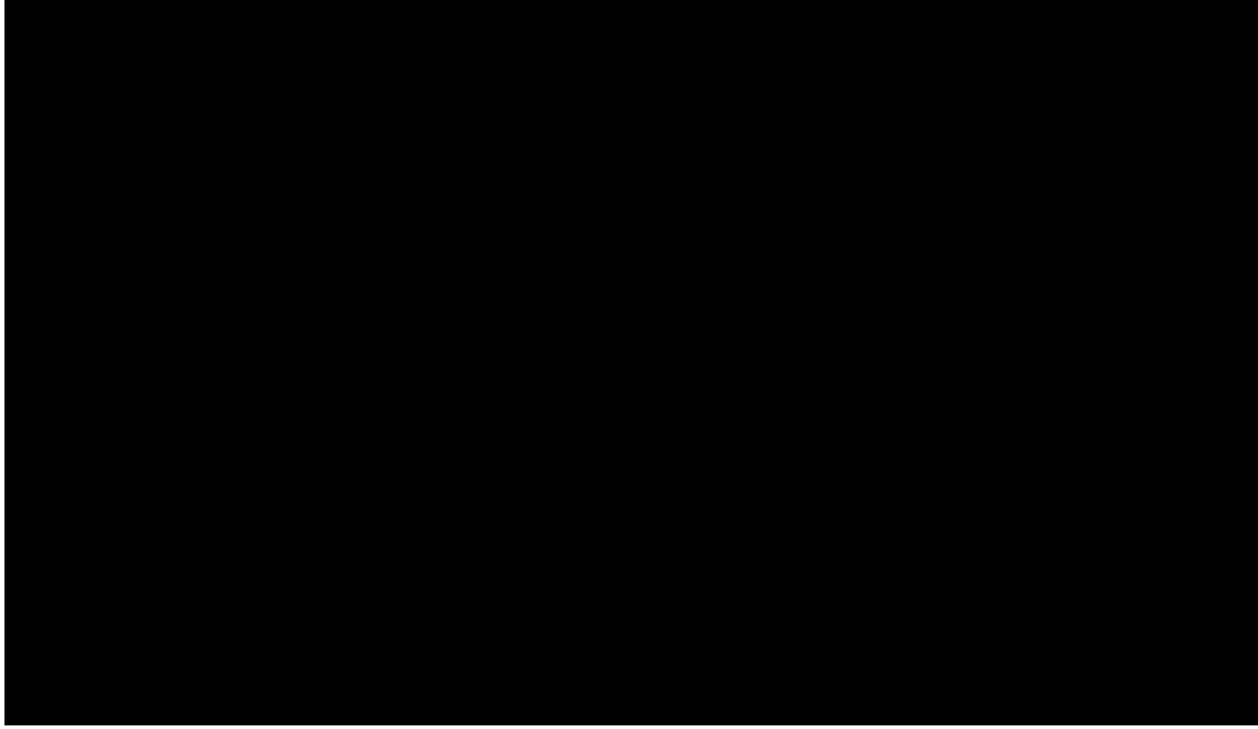
Acquisition method by model: Bought for self



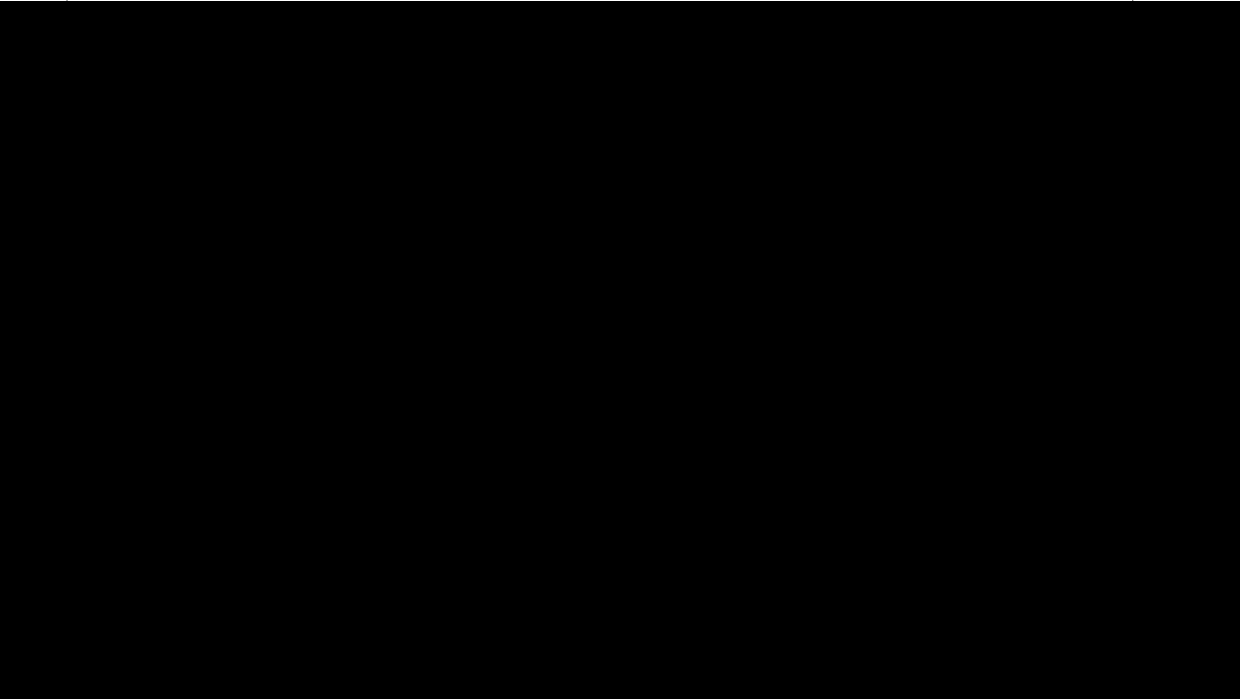
Purchase triggers

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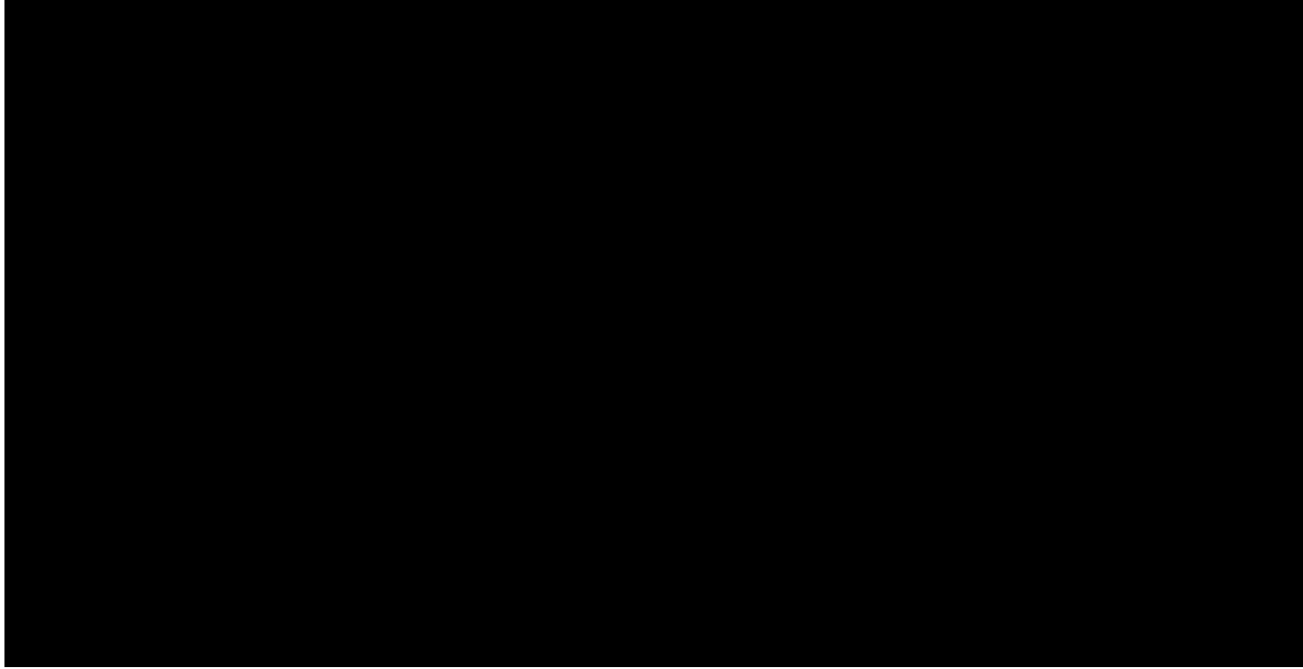
Purchase triggers




Purchase triggers (among Flagship models)



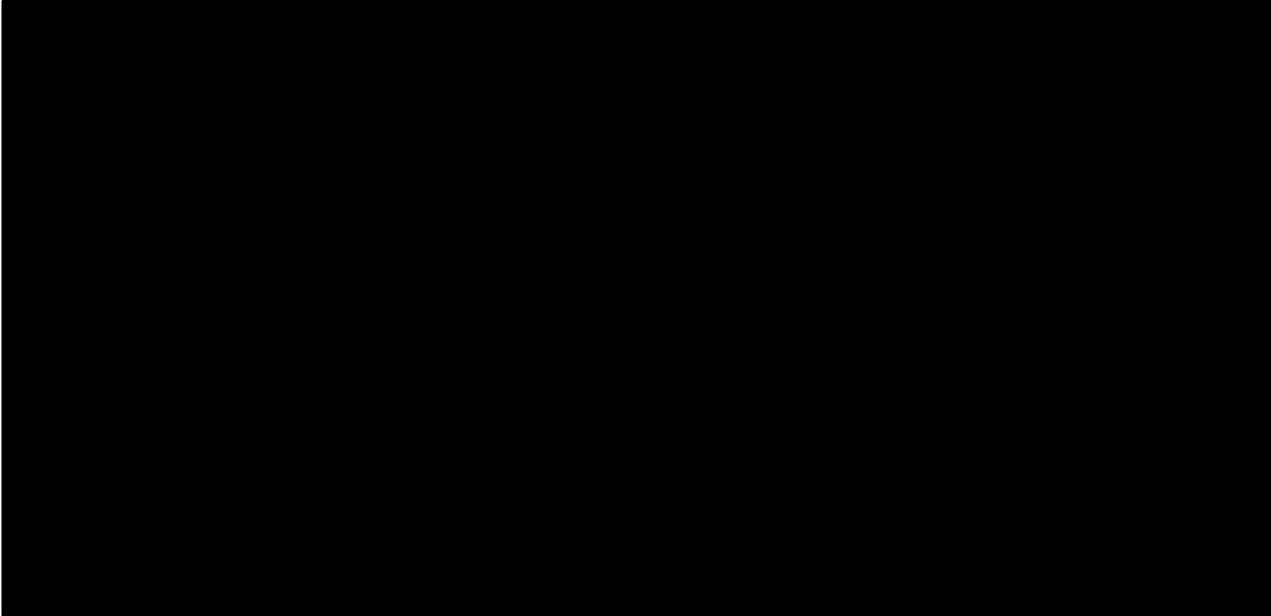
Purchase triggers (among iPhone 11)



Purchase triggers (among iPhone 11 Pro)



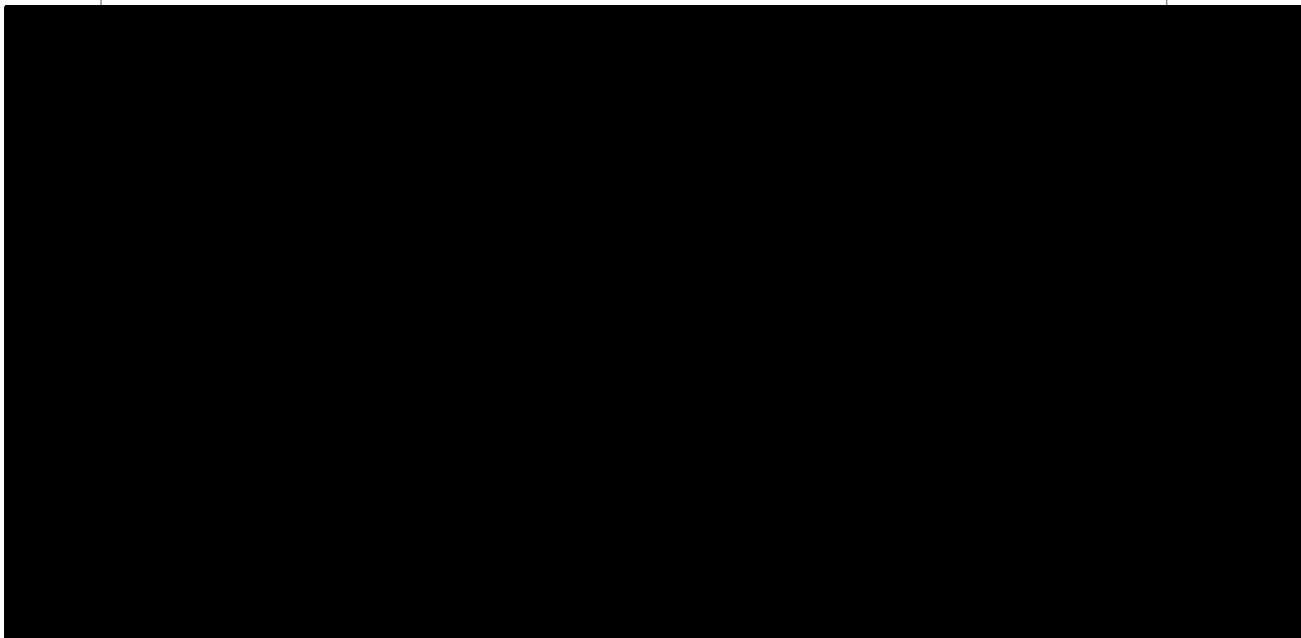
Purchase triggers (among iPhone 11 Pro Max)



Reasons to replace old phone now



Reasons to replace old phone now (among Flagship models)



Importance of iPhone features/aspects in purchase decision

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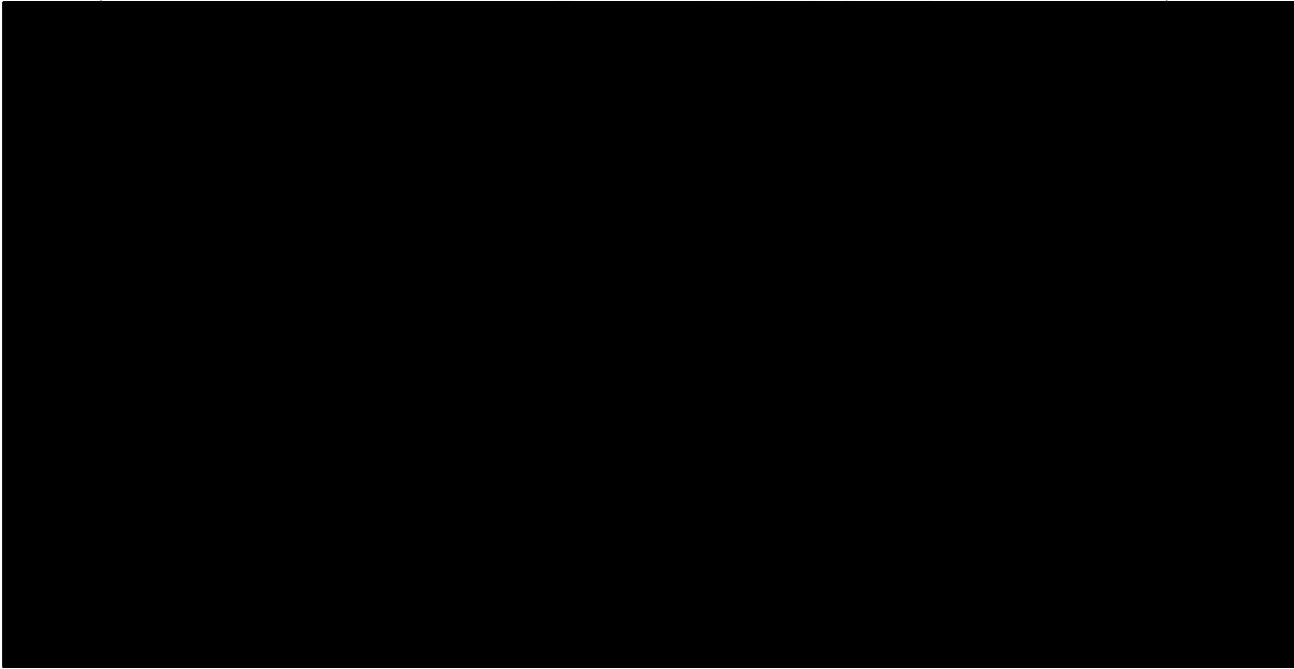
Importance of features/aspects in purchase decision: Extremely important



Awareness of new iPhone features (among Flagship models)



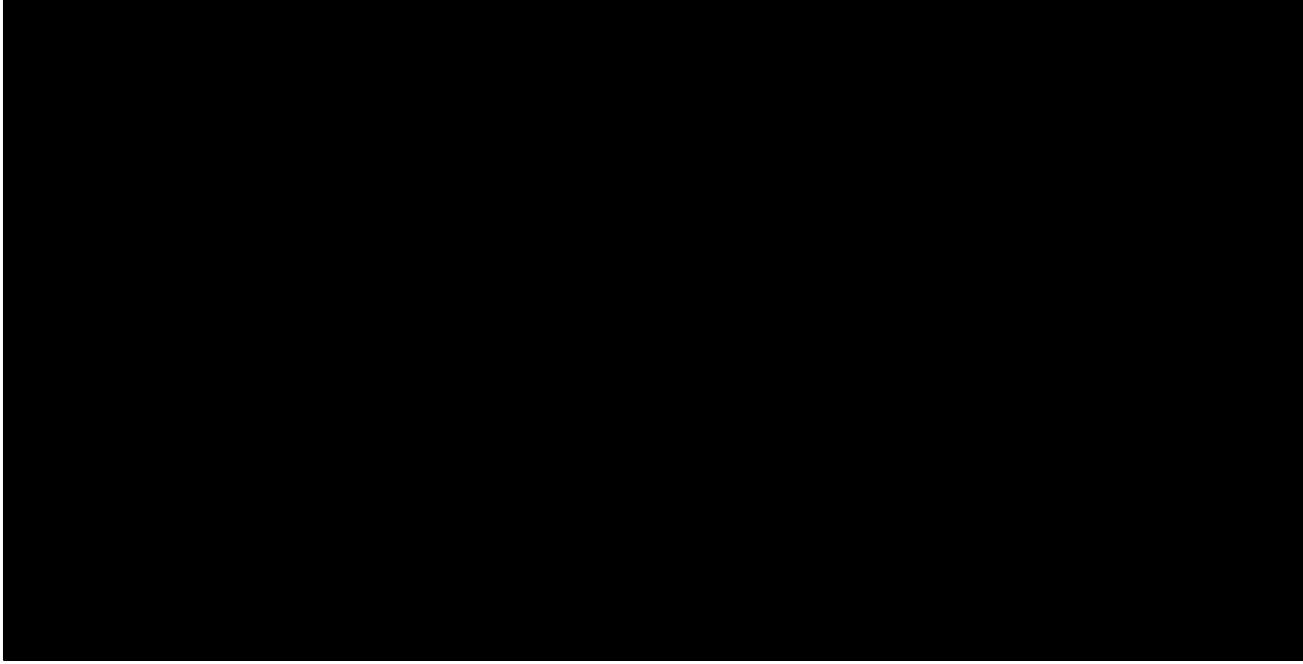
New features most influential in decision to get the iPhone (among Flagship models)



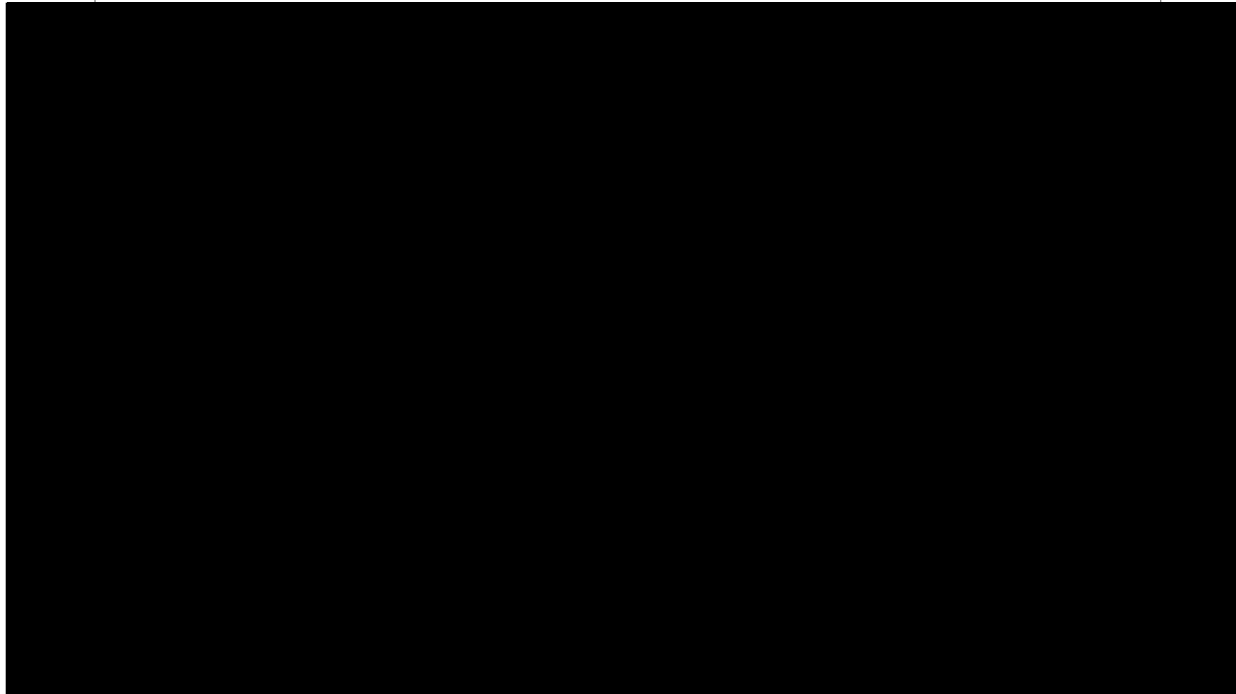
New features most influential in decision to get the iPhone (among iPhone 11)



New features most influential in decision to get the iPhone (among iPhone 11 Pro)



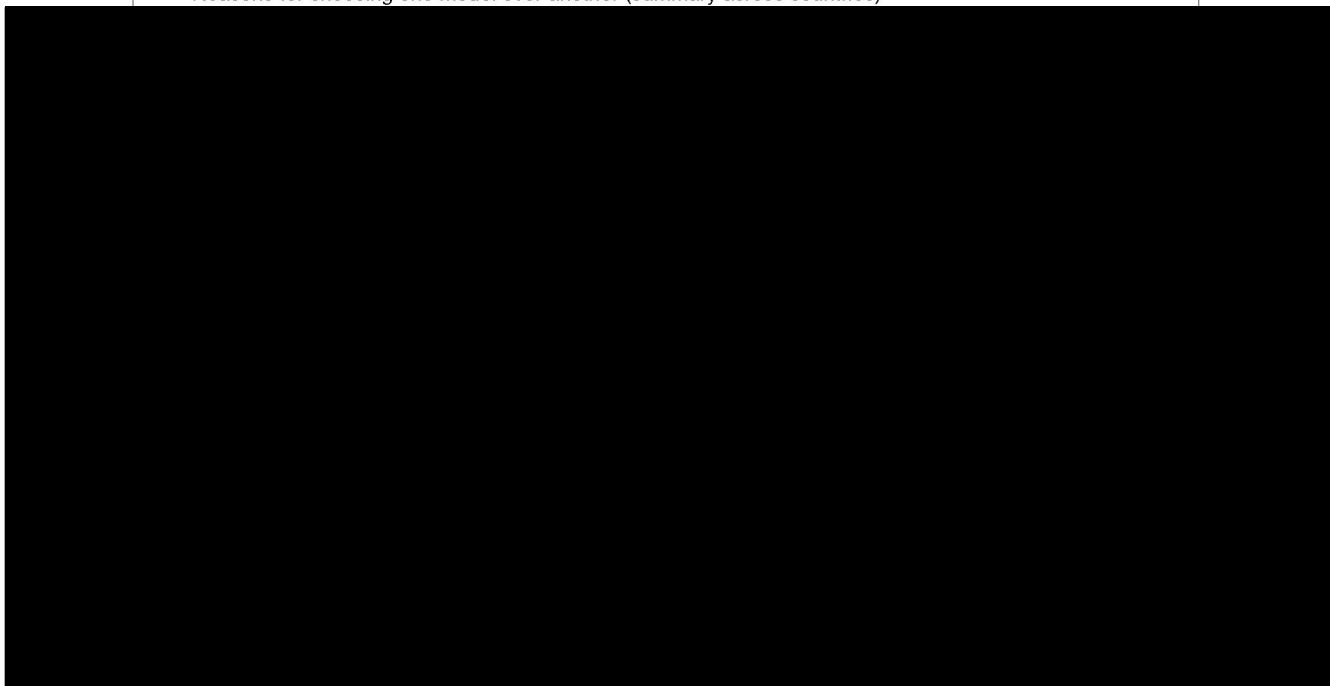
New features most influential in decision to get the iPhone (among iPhone 11 Pro Max)



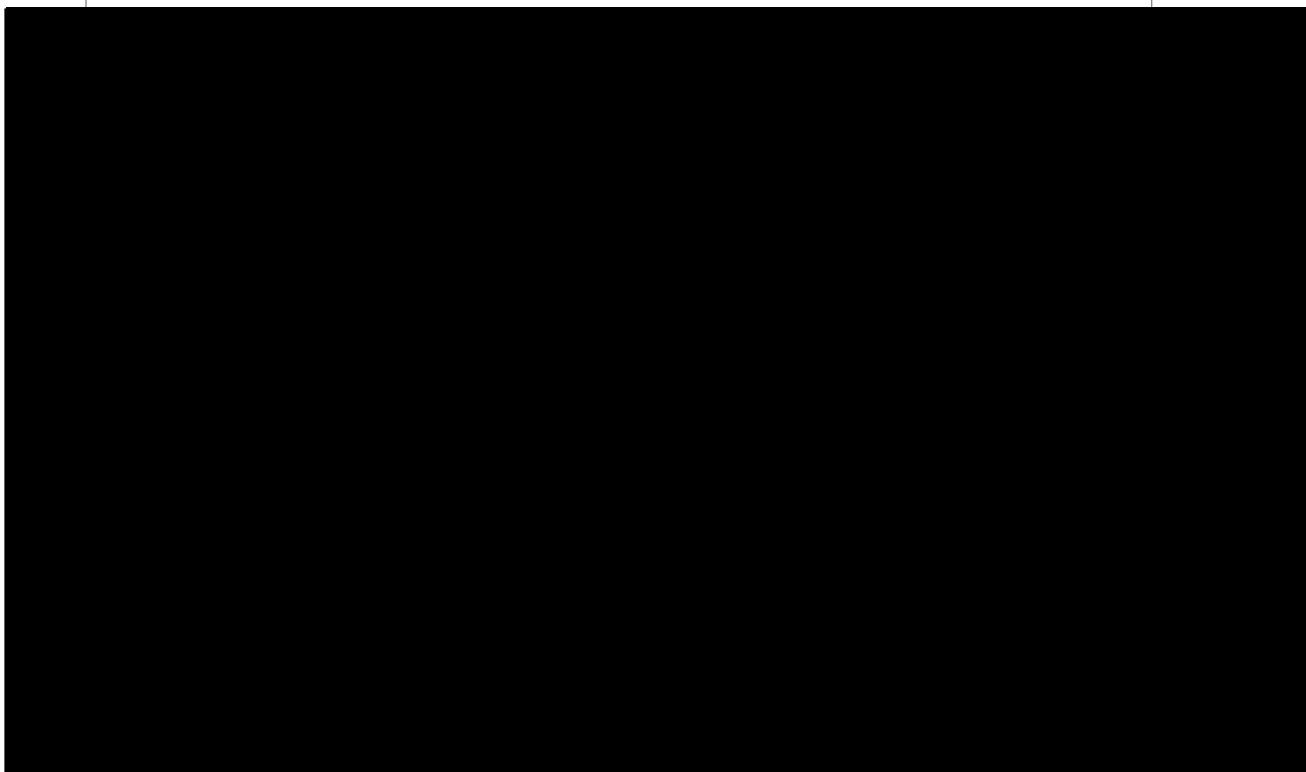
Reasons for choosing one model over another

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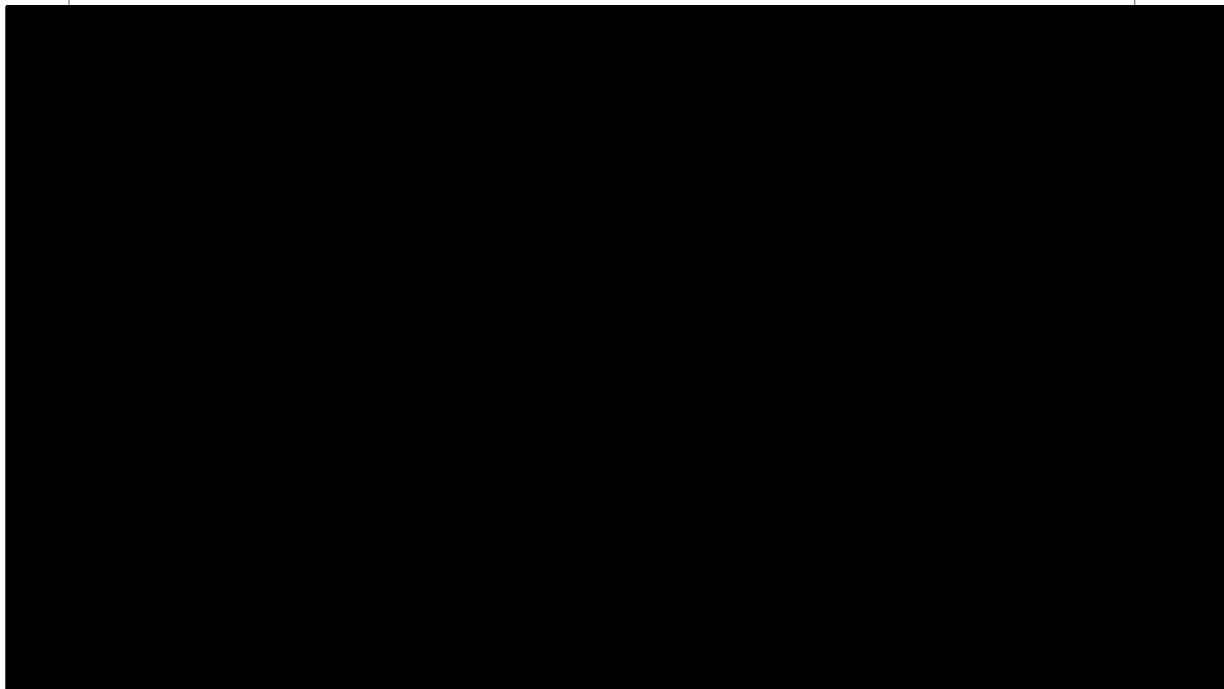
Reasons for choosing one model over another (summary across countries)



Reasons for choosing iPhone 11 over iPhone 11 Pro



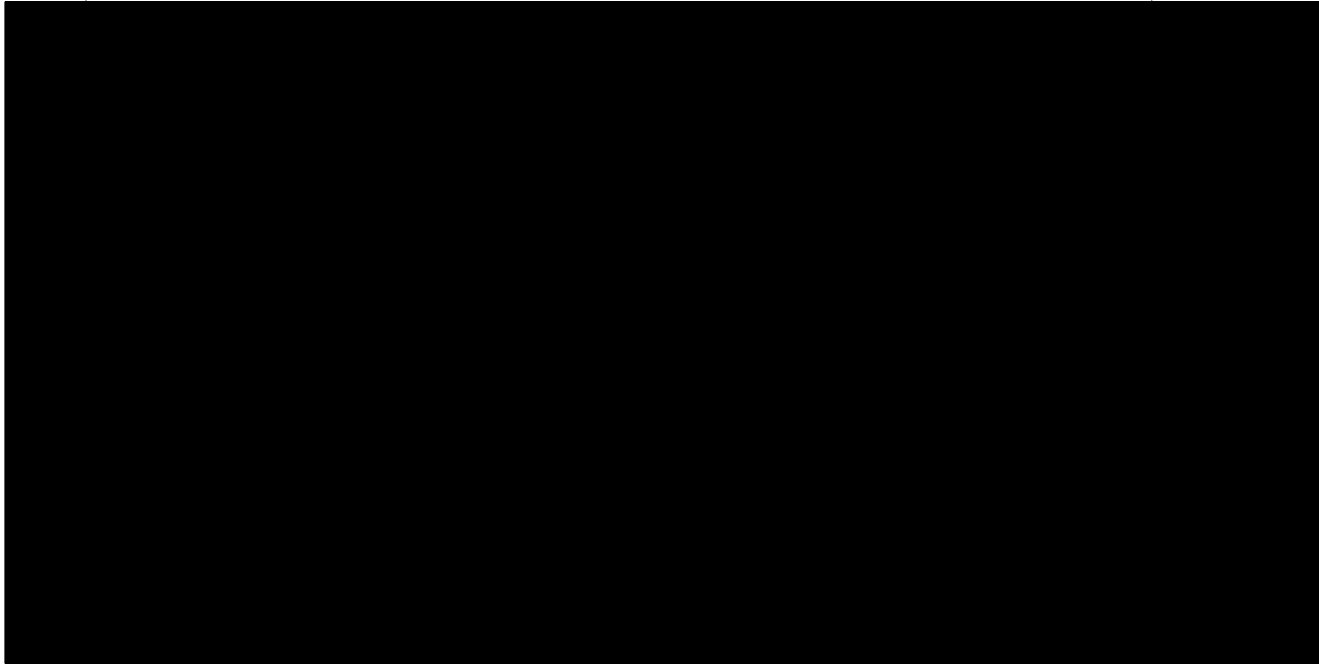
Reasons for choosing iPhone 11 over iPhone 11 Pro Max



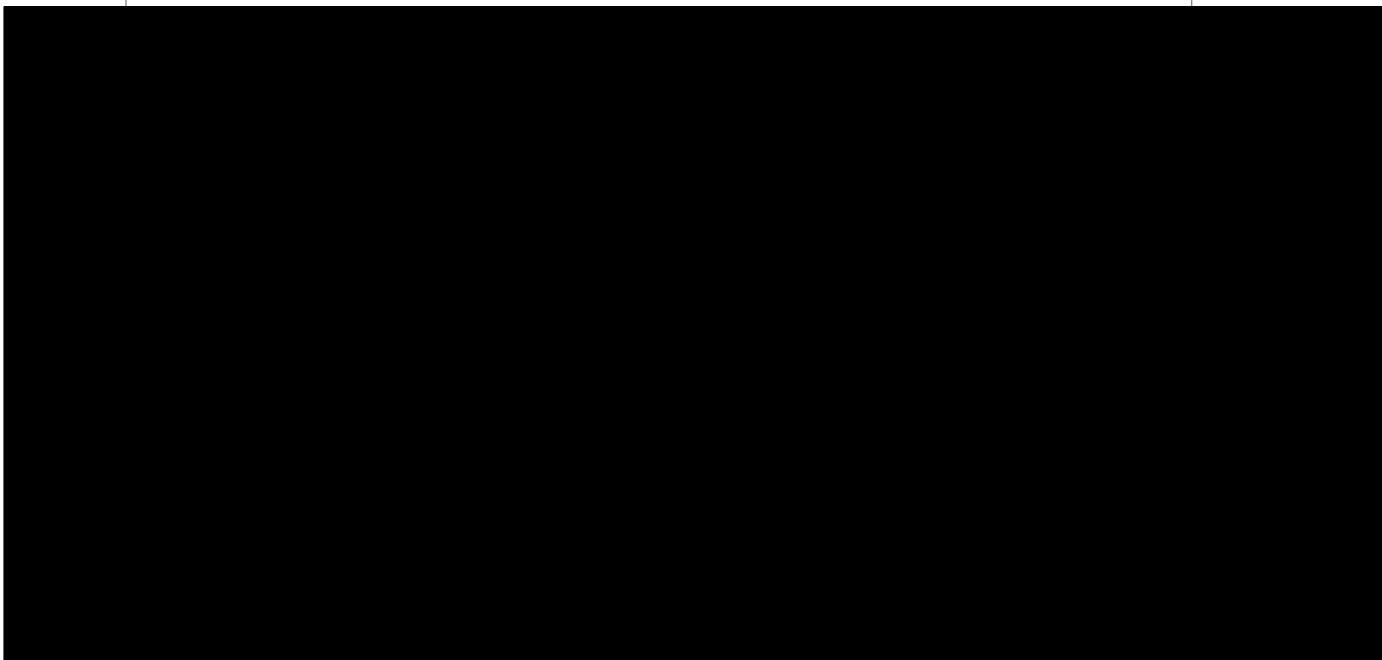
Reasons for choosing iPhone 11 Pro over the iPhone 11



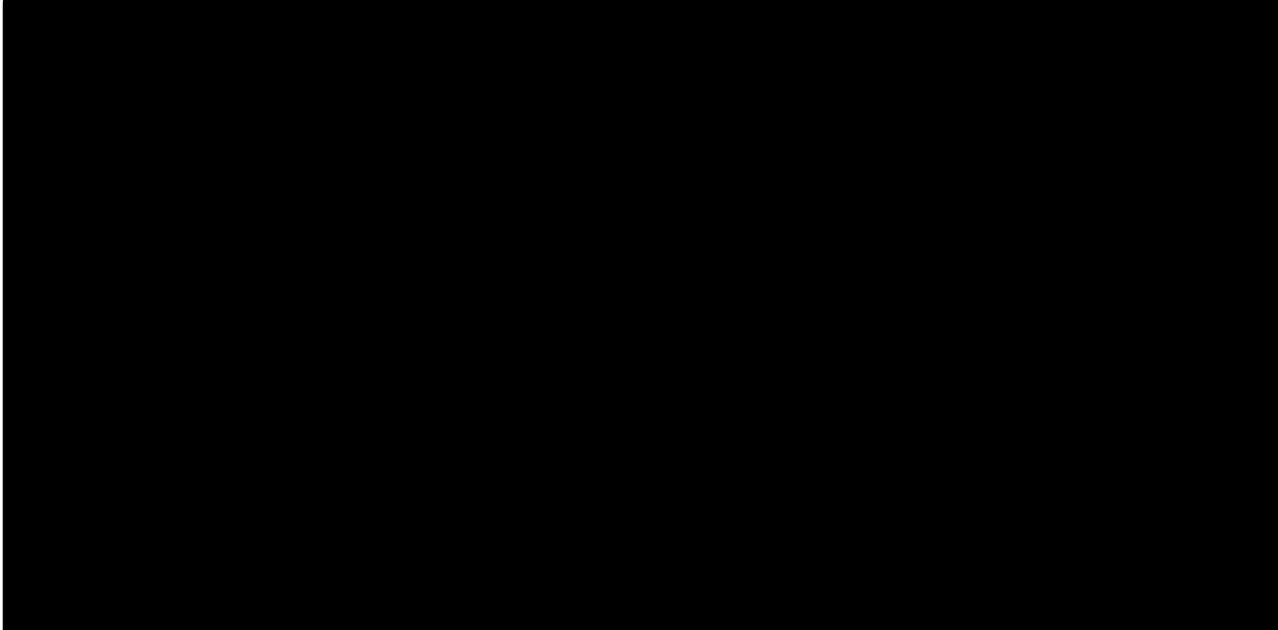
Top reason for choosing iPhone 11 Pro over the iPhone 11



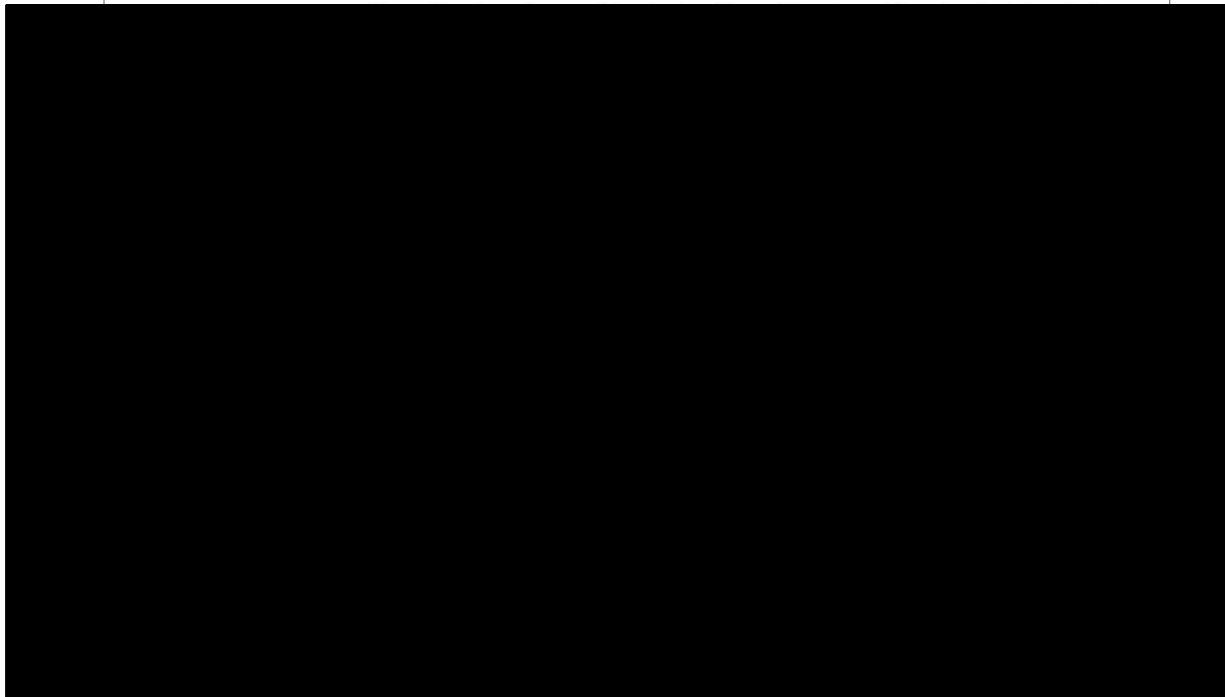
Reasons for choosing the iPhone 11 Pro over the iPhone 11 Pro Max



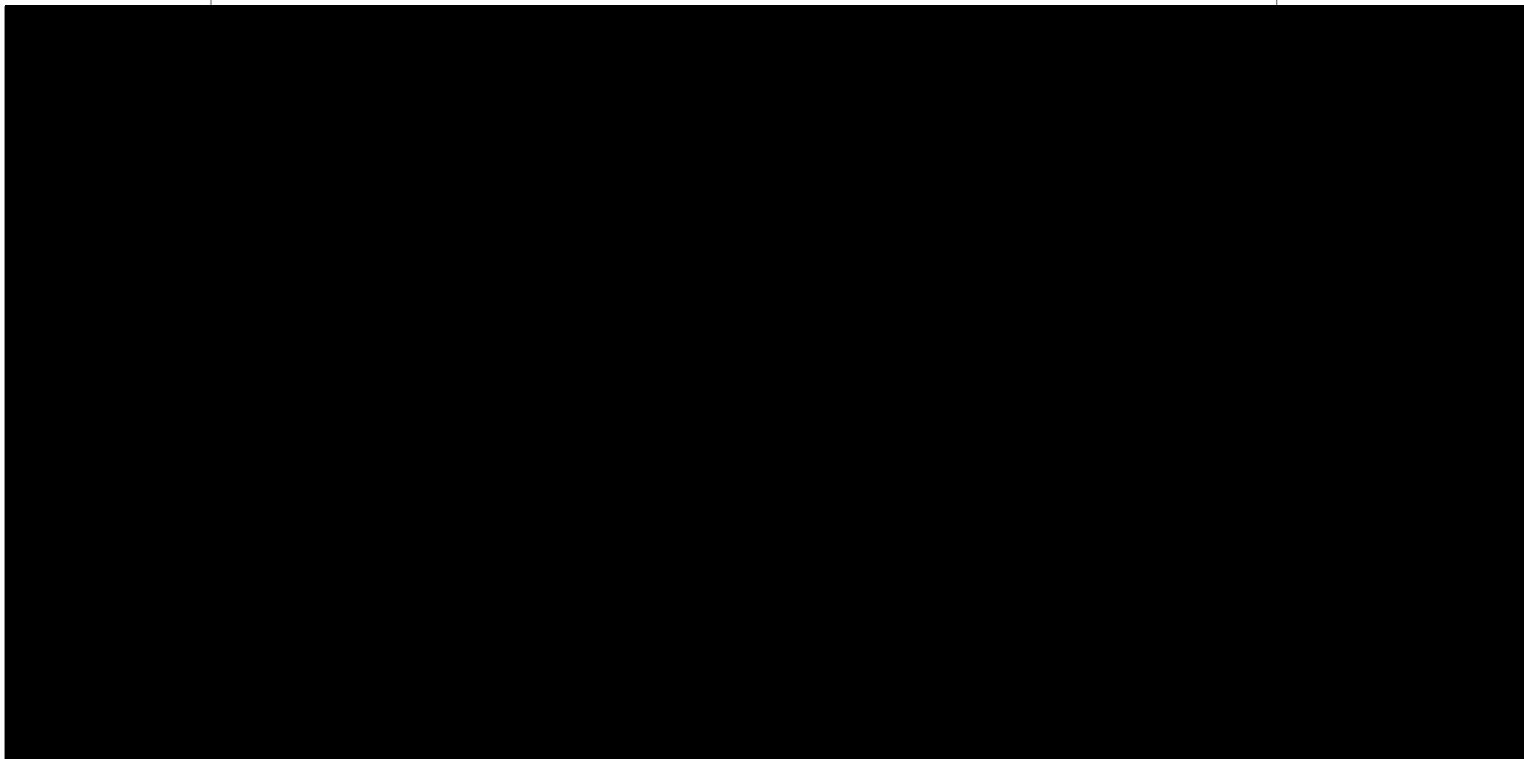
Reasons for choosing iPhone 11 Pro Max over the iPhone 11



Top reason for choosing iPhone 11 Pro Max over the iPhone 11



Reasons for choosing the iPhone 11 Pro Max over the iPhone 11 Pro



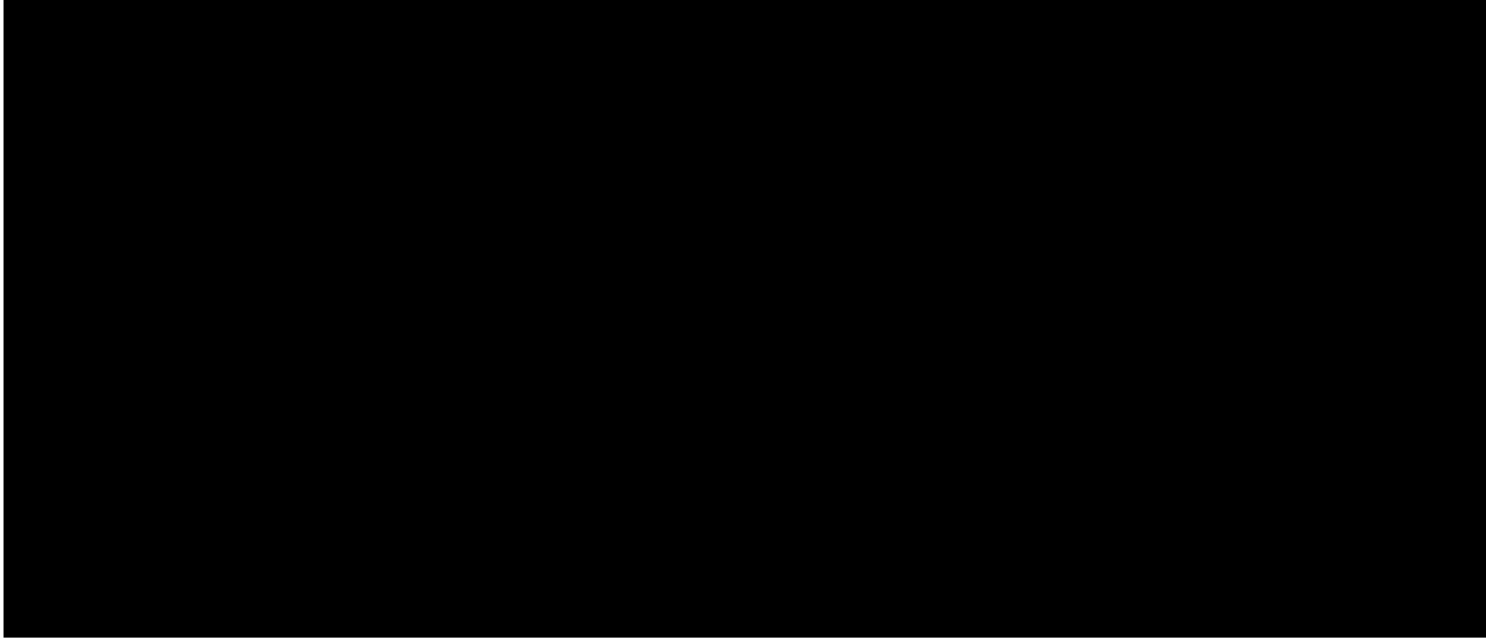
Reasons for choosing the iPhone XR over the iPhone 11



Reasons for choosing iPhone 8 over the iPhone 11



Top reason for choosing iPhone 8 over the iPhone 11



Reasons for choosing the iPhone 8 over the iPhone 11 Pro




Reasons for choosing iPhone 8 Plus over the iPhone 11



Top reason for choosing iPhone 8 Plus over the iPhone 11



Reasons for choosing the iPhone 8 Plus over the iPhone 11 Pro Max

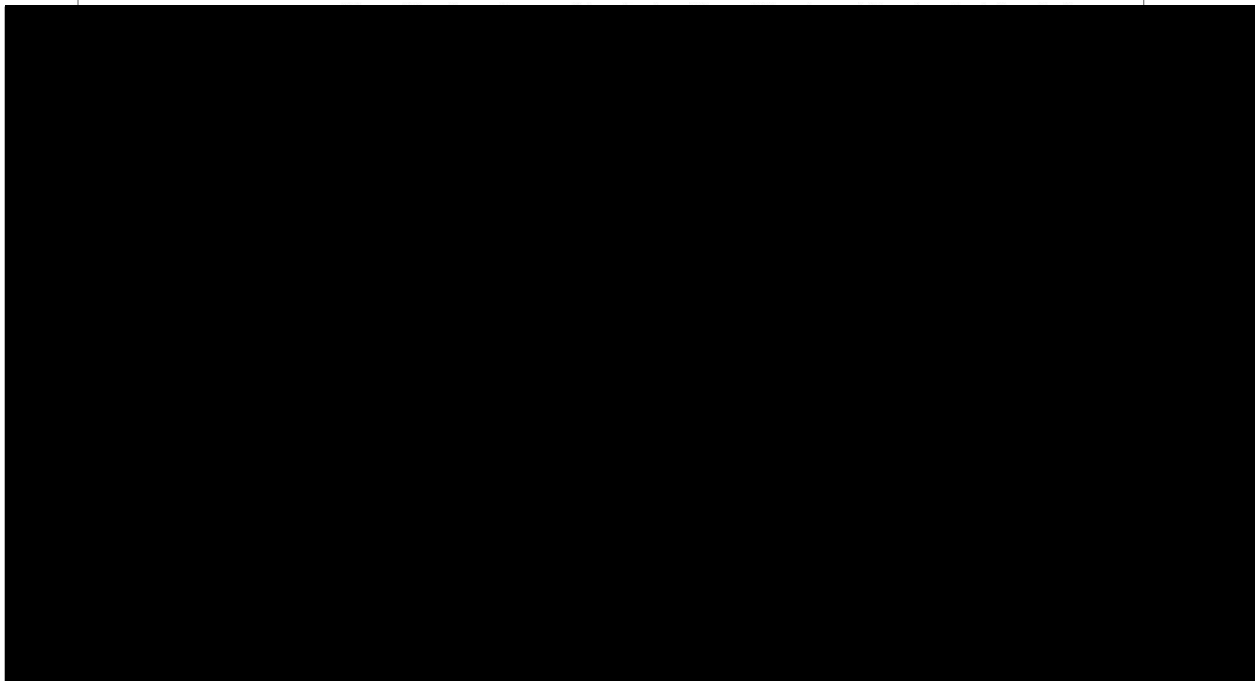


Alternative if model was not available

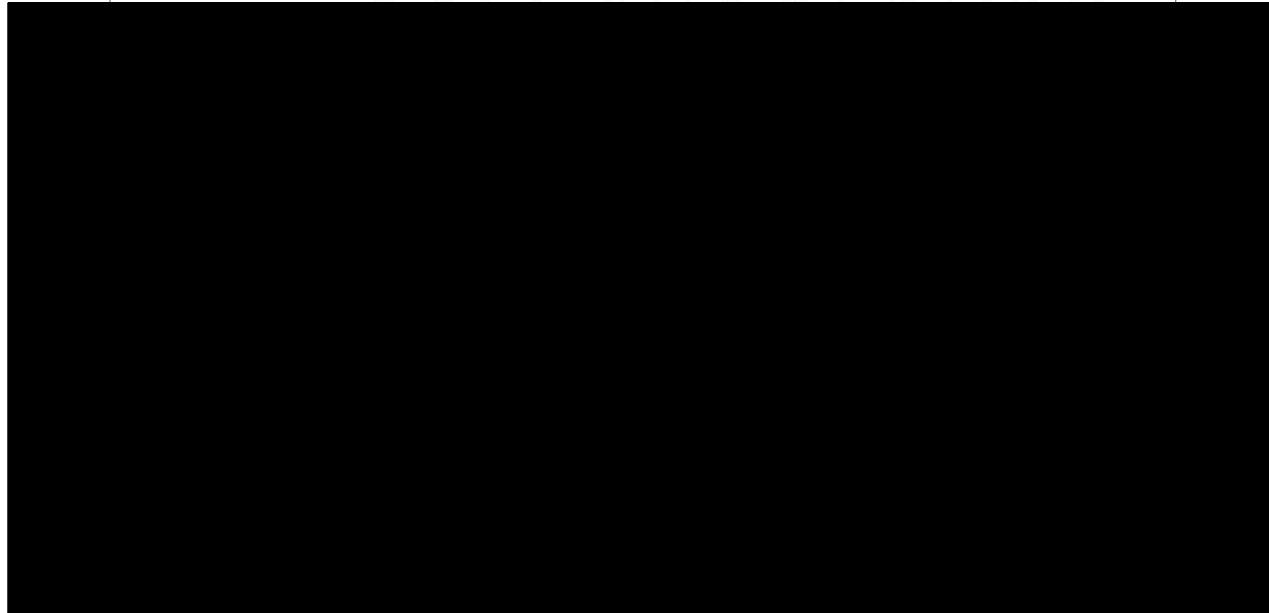
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What would have done if Midnight Green finish were not available

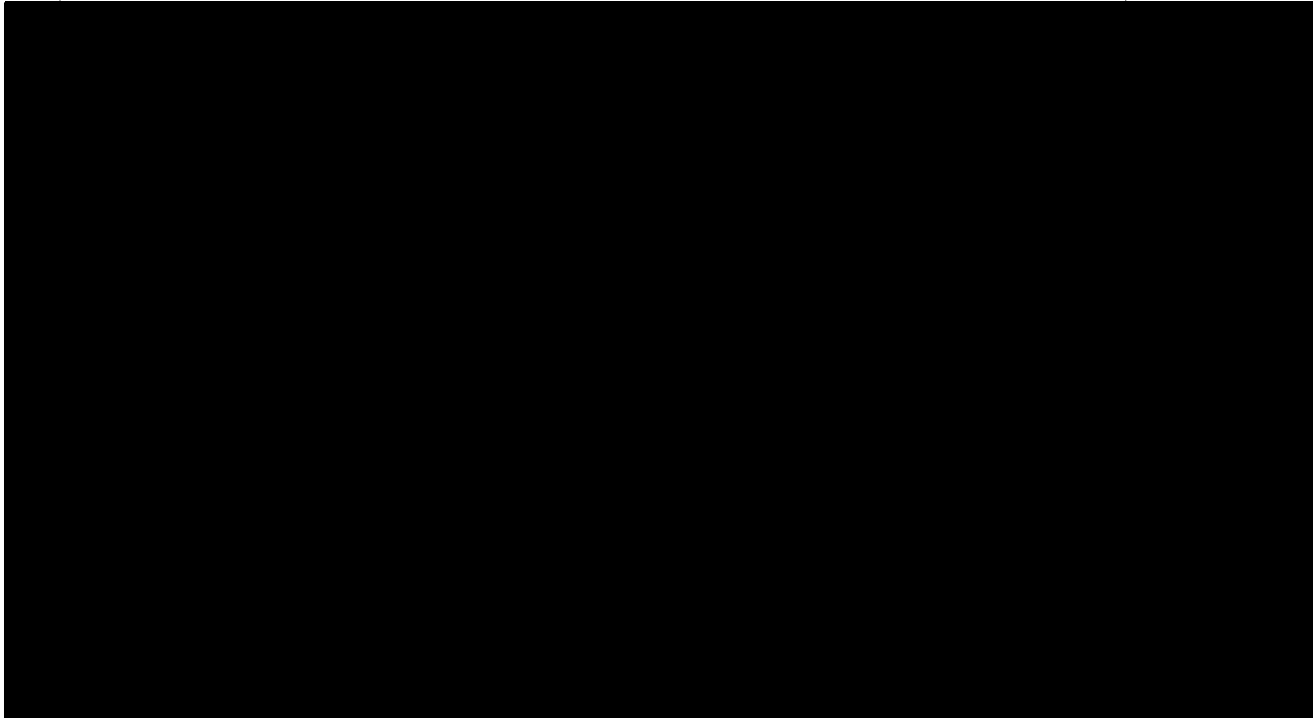
What would have done if Midnight Green finish were not available (among iPhone 11 Pro)



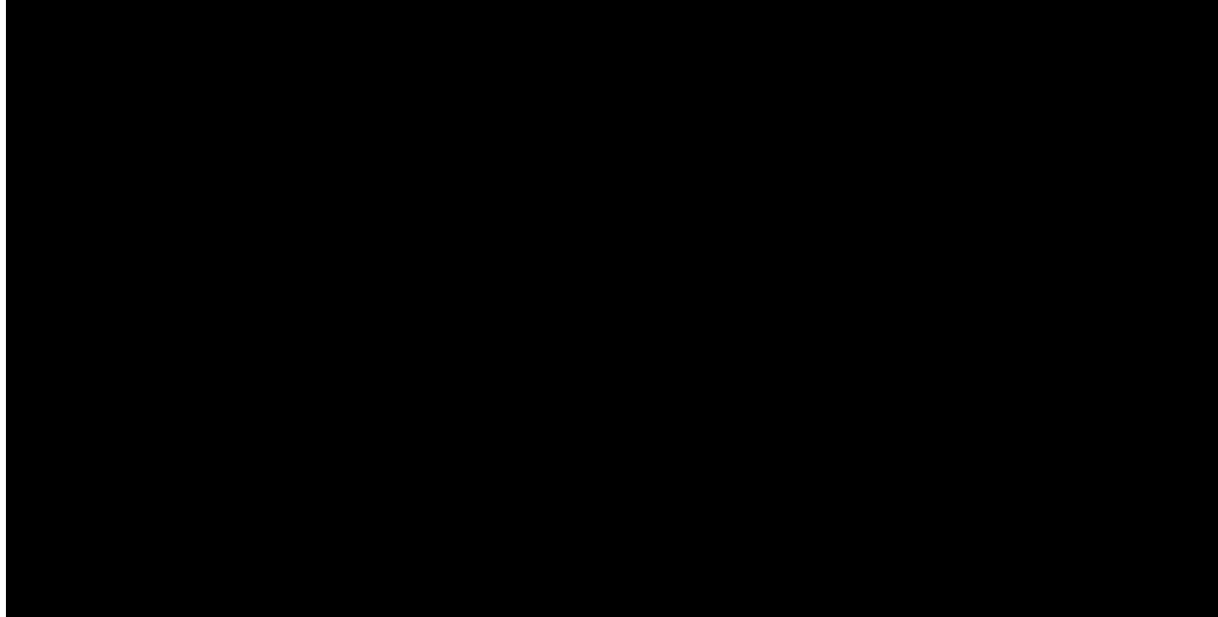
What would have done if Midnight Green finish were not available (among iPhone 11 Pro Max)



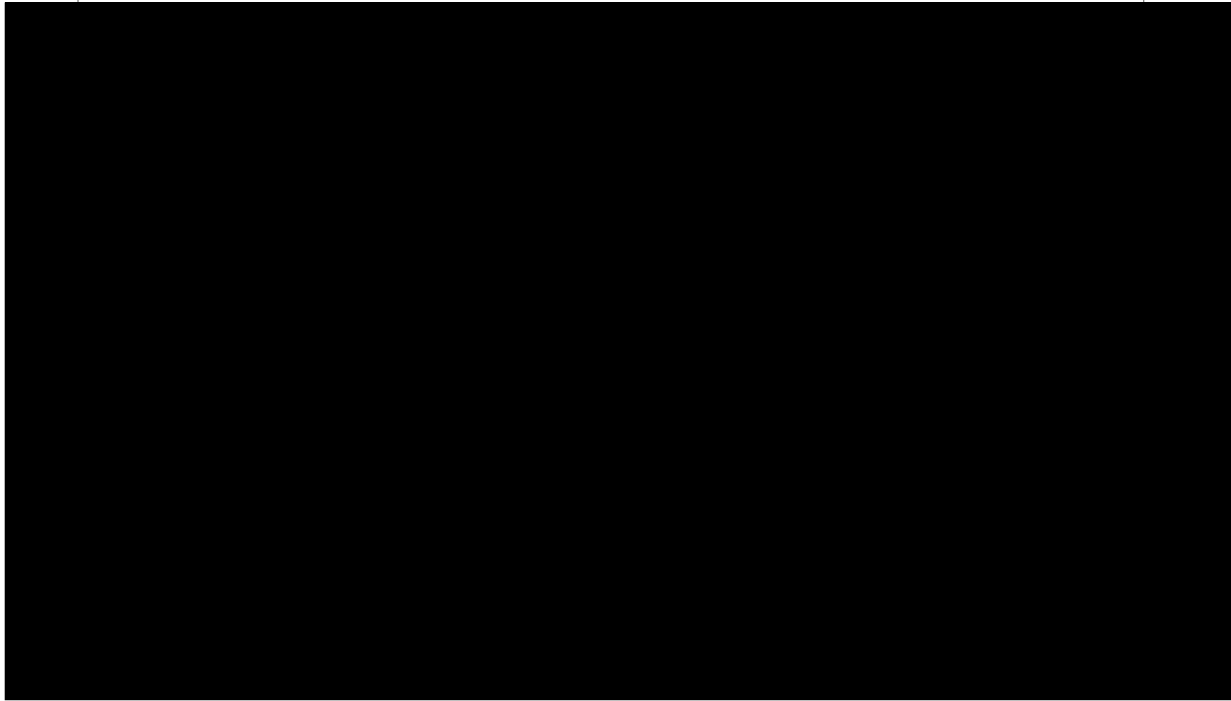
What buyer would do if model were not available (among iPhone XS)



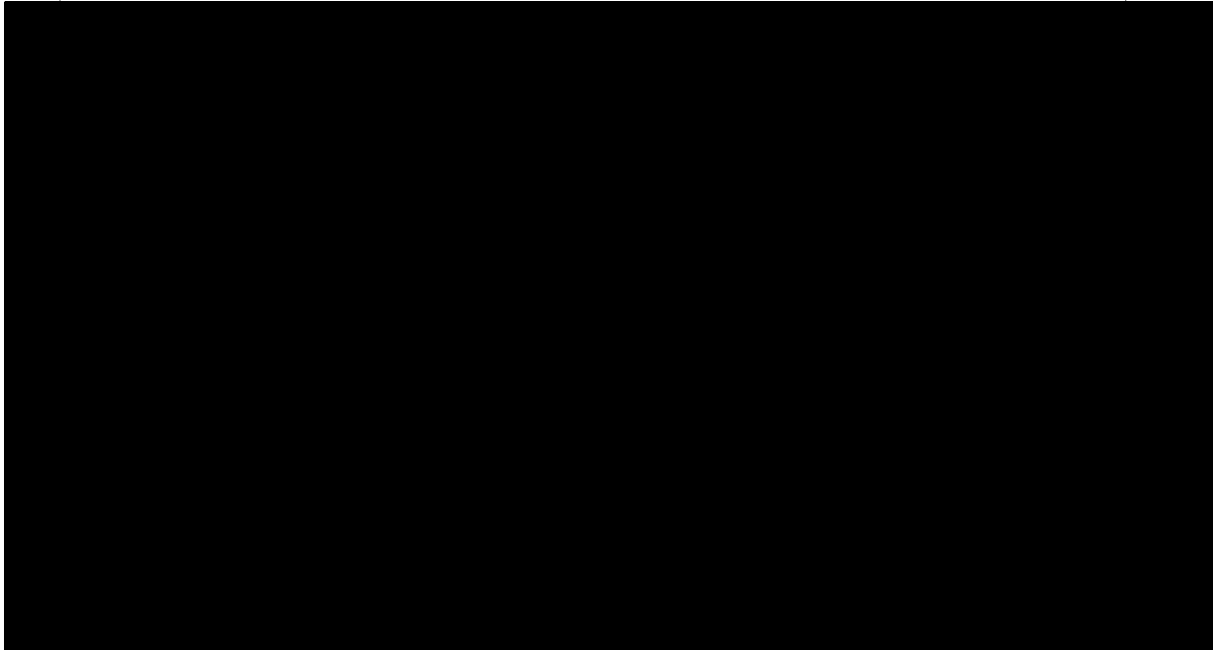
Which other iPhone model would you have purchased (among iPhone XS)



What buyer would do if model were not available (among iPhone XS Max)



Which other iPhone model would you have purchased (among iPhone XS Max)



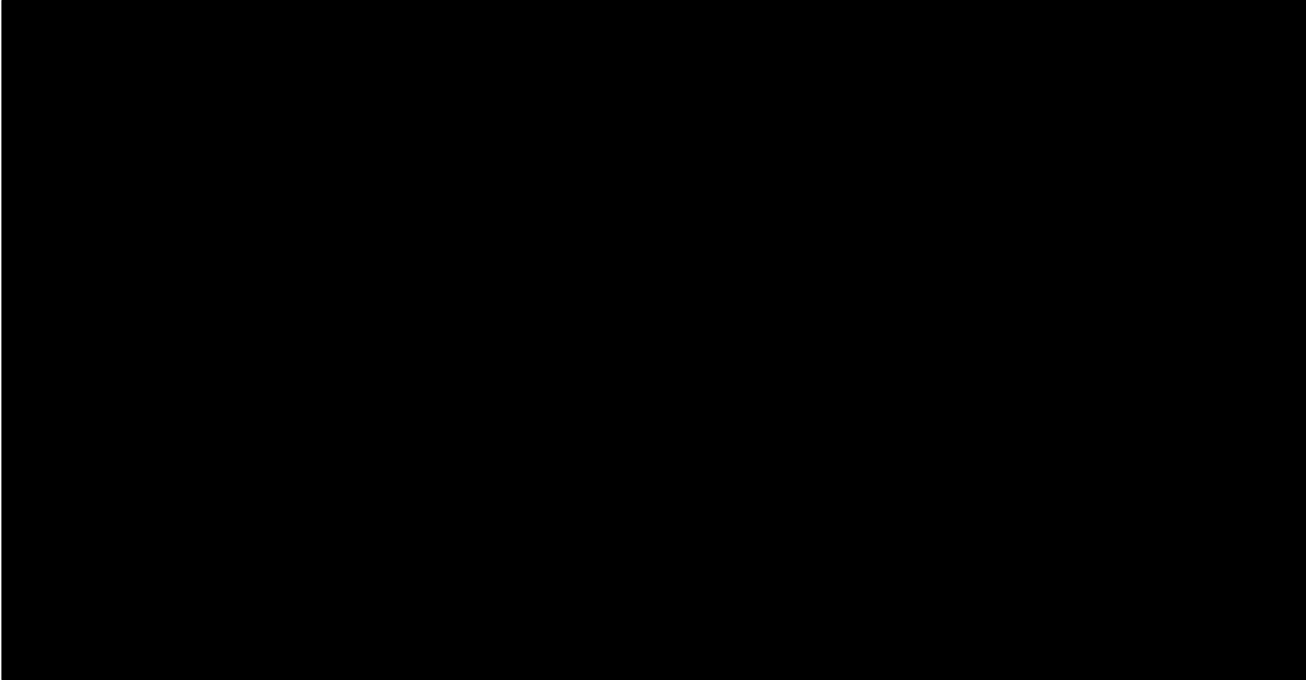
Consideration of other iPhone models, smartphone brands

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Considered other iPhone models



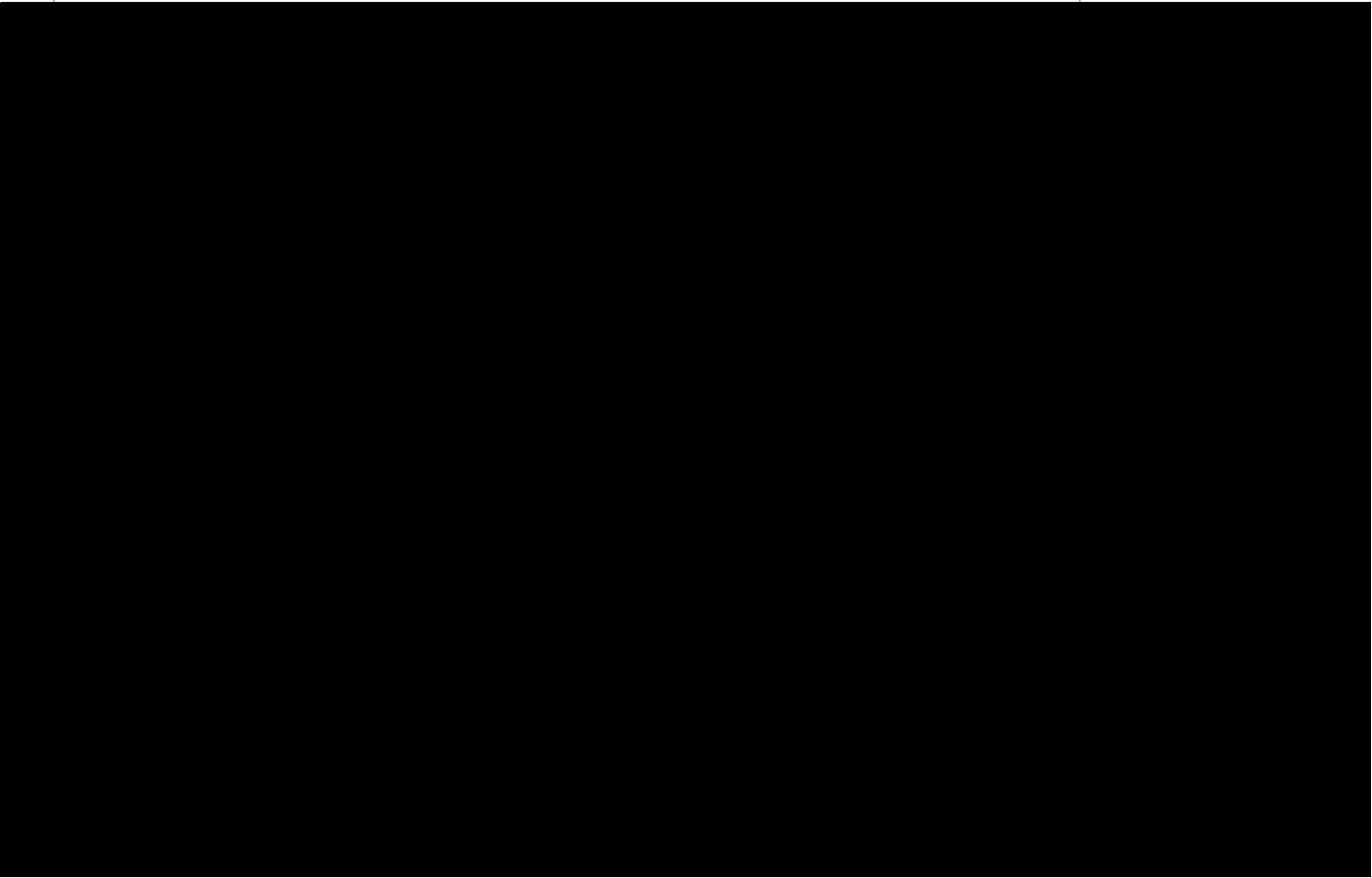
Considered other iPhone models



Considered other iPhone models (among Flagship models)



Considered other iPhone models (among iPhone 11)



Considered other iPhone models (among iPhone 11 Pro)



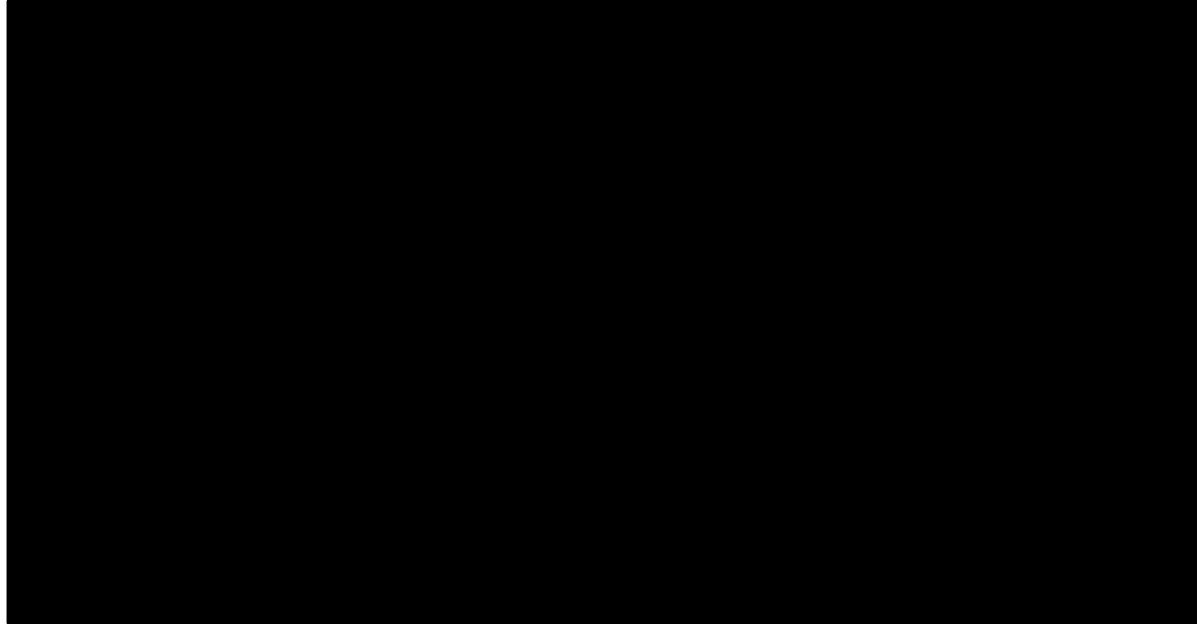
Considered other iPhone models (among iPhone 11 Pro Max)



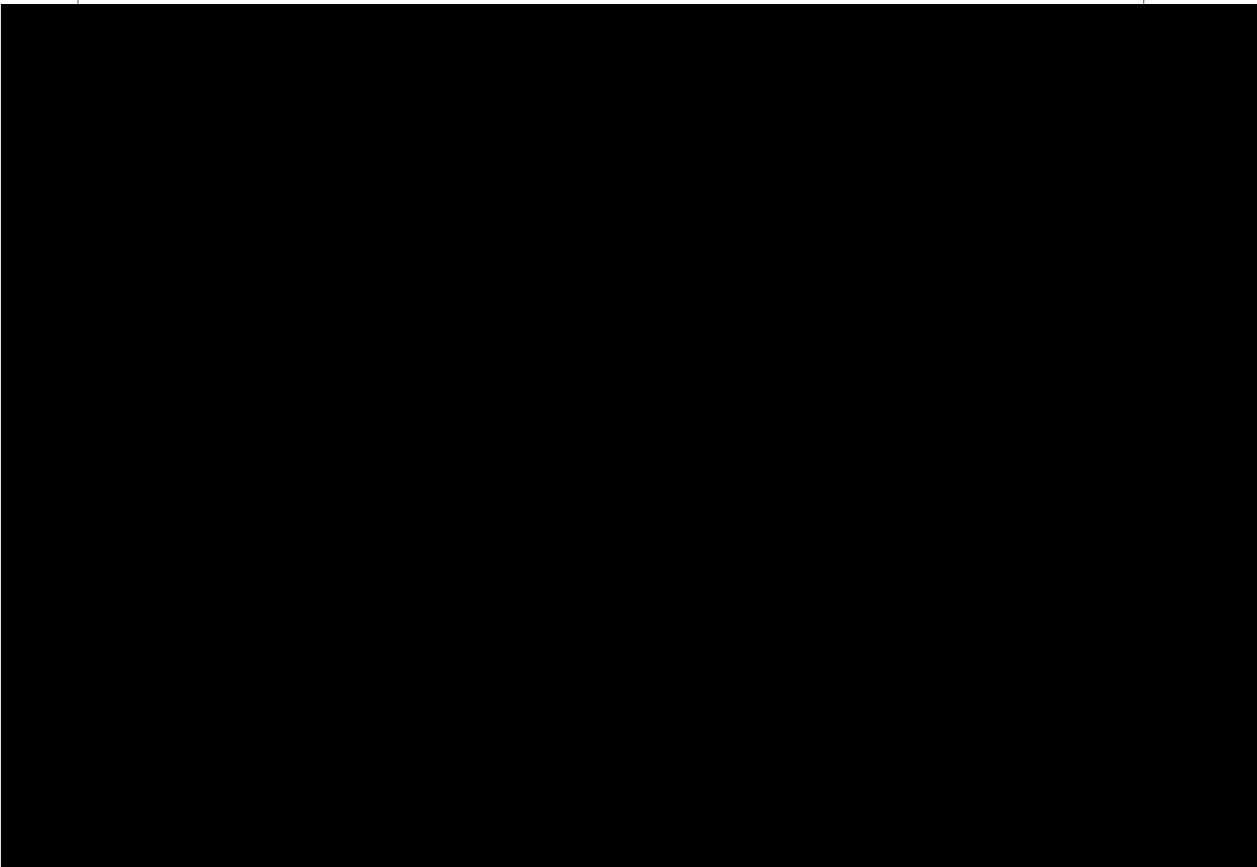
Considered other iPhone models by model



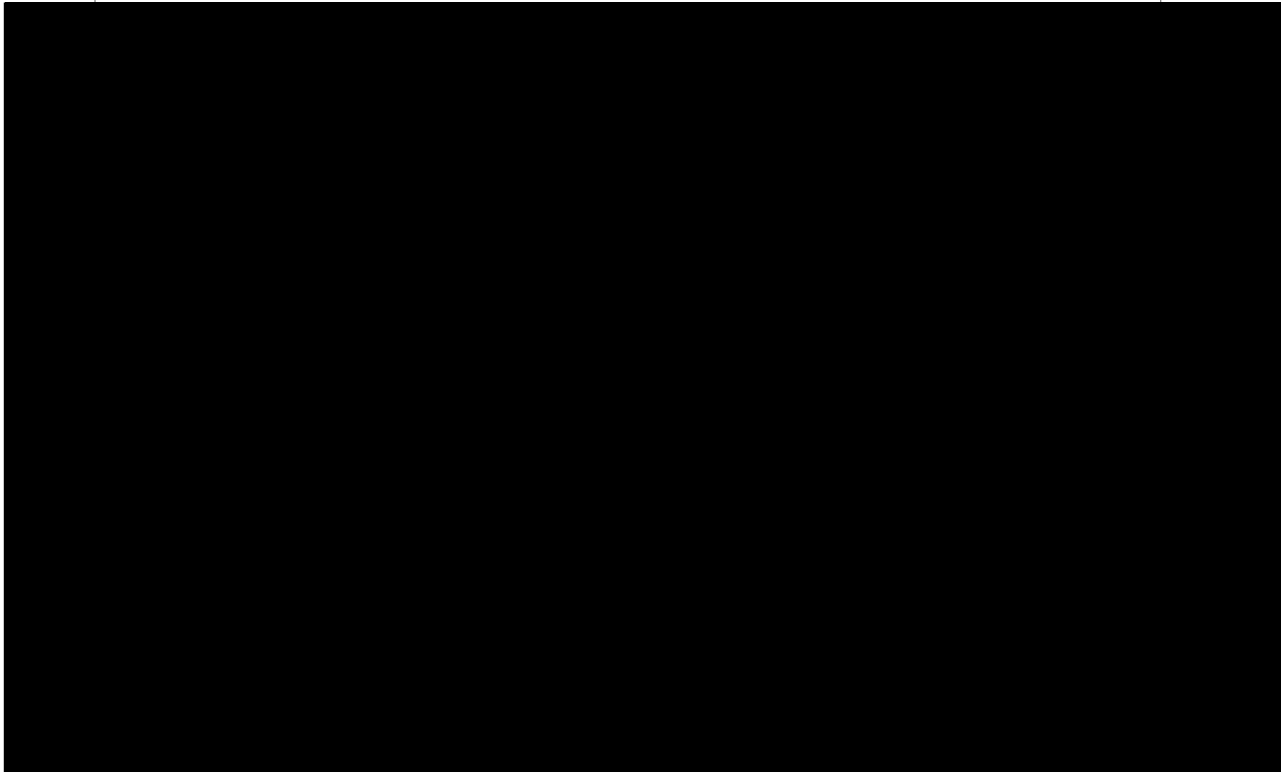
iPhone models considered (among Considered other iPhone models)



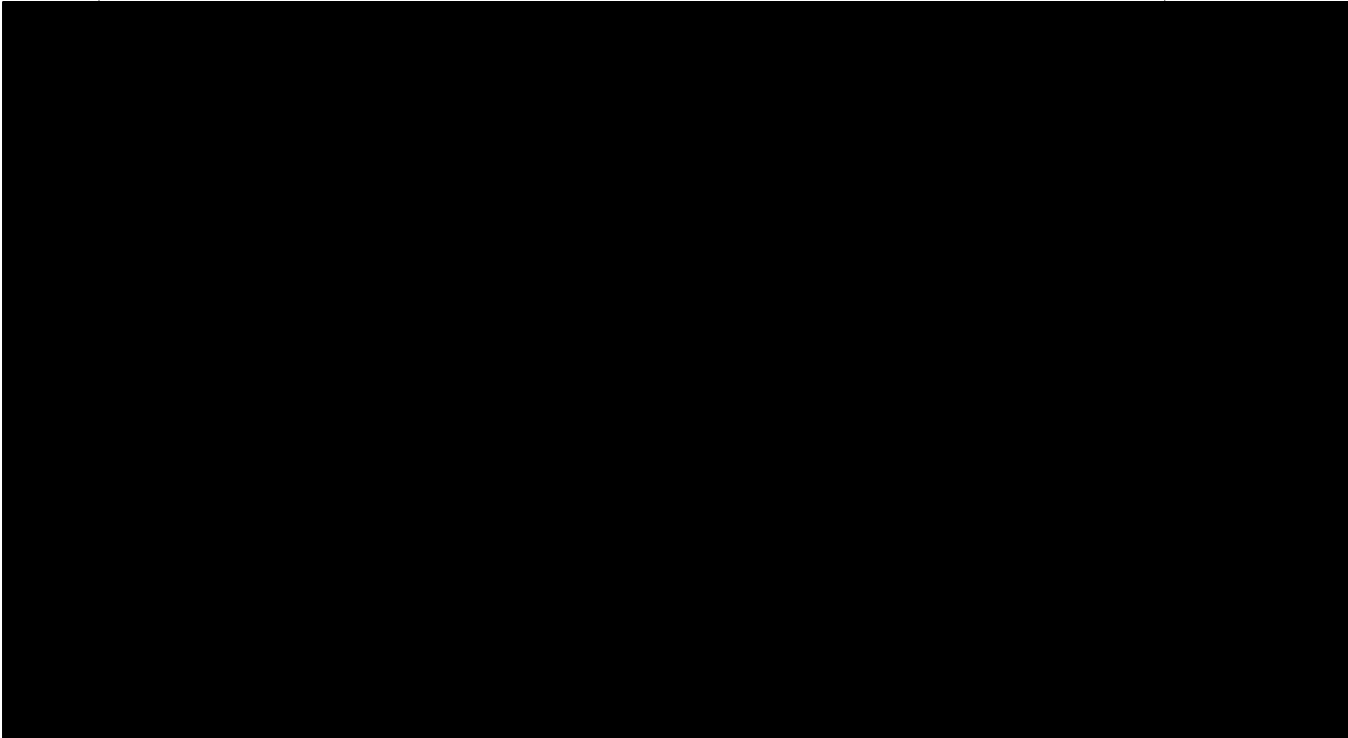
Considered Flagship iPhone model (net) (among Considered other iPhone models)



Considered N-1 gen iPhone model (net) (among Considered other iPhone models)



Considered N-2 gen iPhone model (net) (among Considered other iPhone models)



Considered Flagship iPhone model (net) (among Flagship buyers; Considered other iPhone models)



Considered N-1 gen iPhone model (net) (among Flagship buyers; Considered other iPhone models)



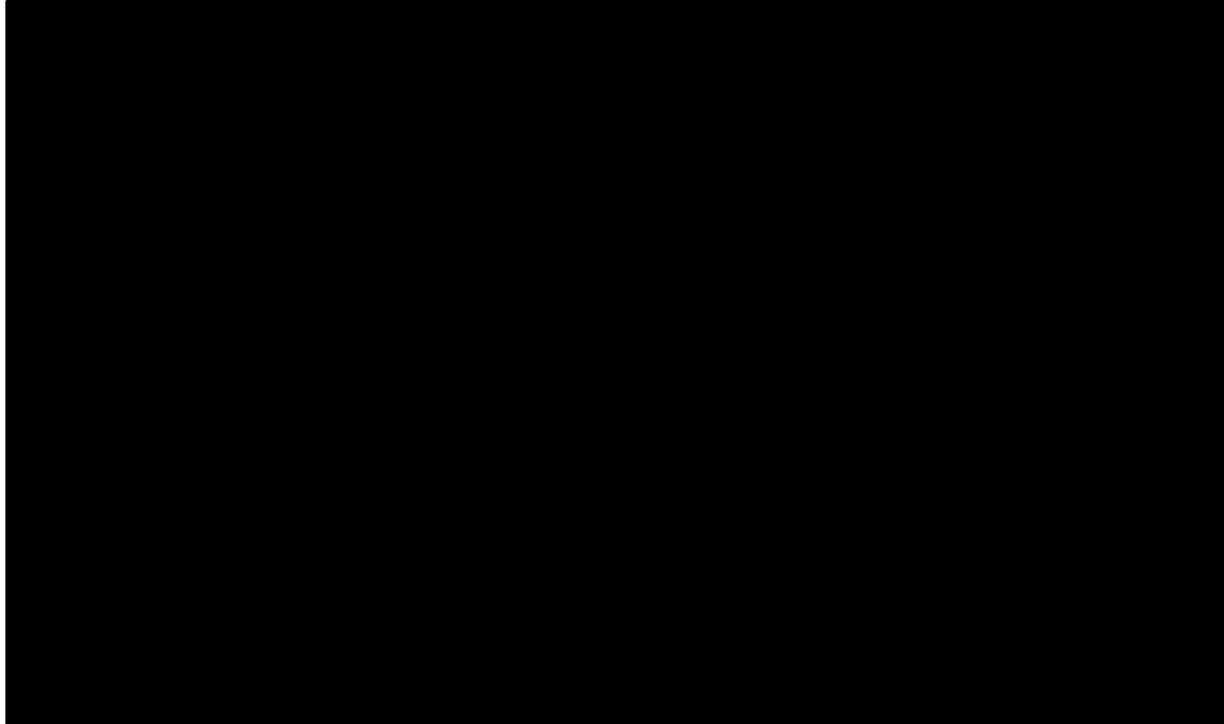
Considered N-2 gen iPhone model (net) (among Flagship buyers; Considered other iPhone models)



iPhone models considered (among Considered other iPhone models, Flagship models)



iPhone models considered (among Considered other iPhone models, iPhone 11)



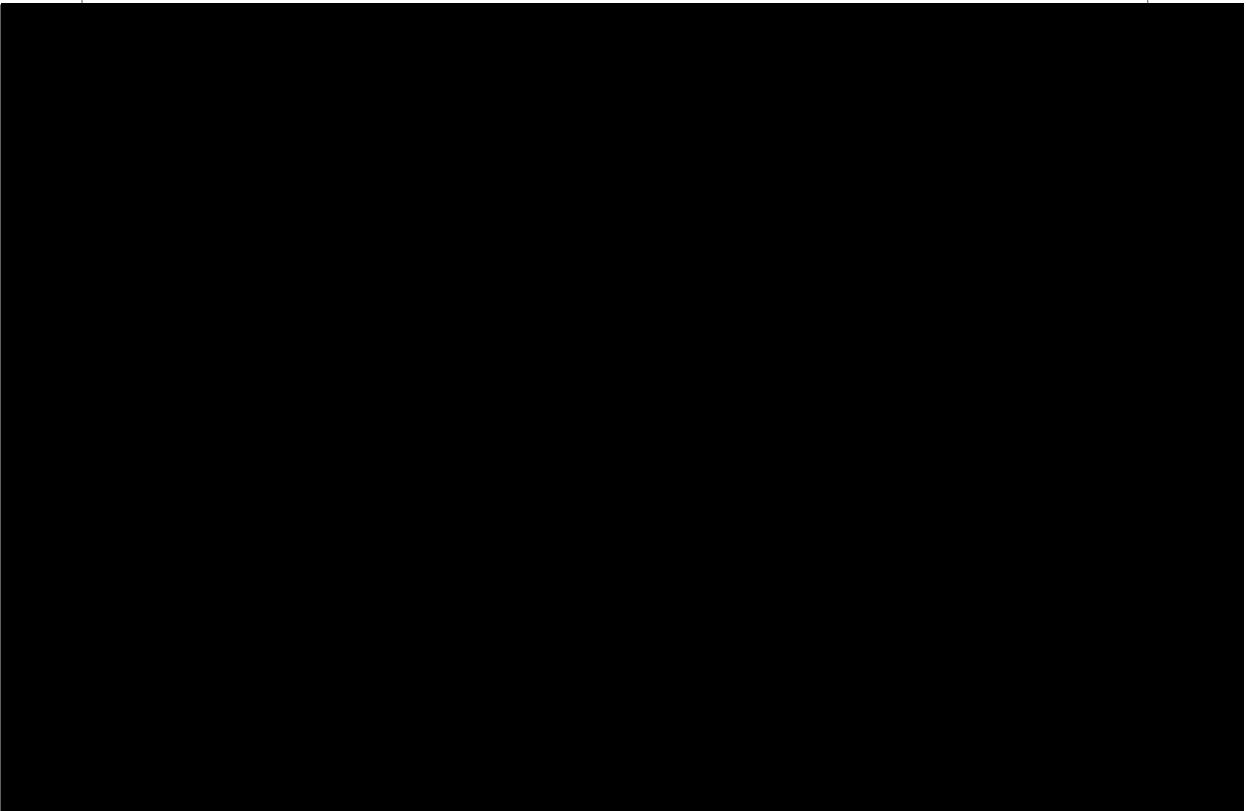
iPhone models considered (among Considered other iPhone models, iPhone 11 Pro)



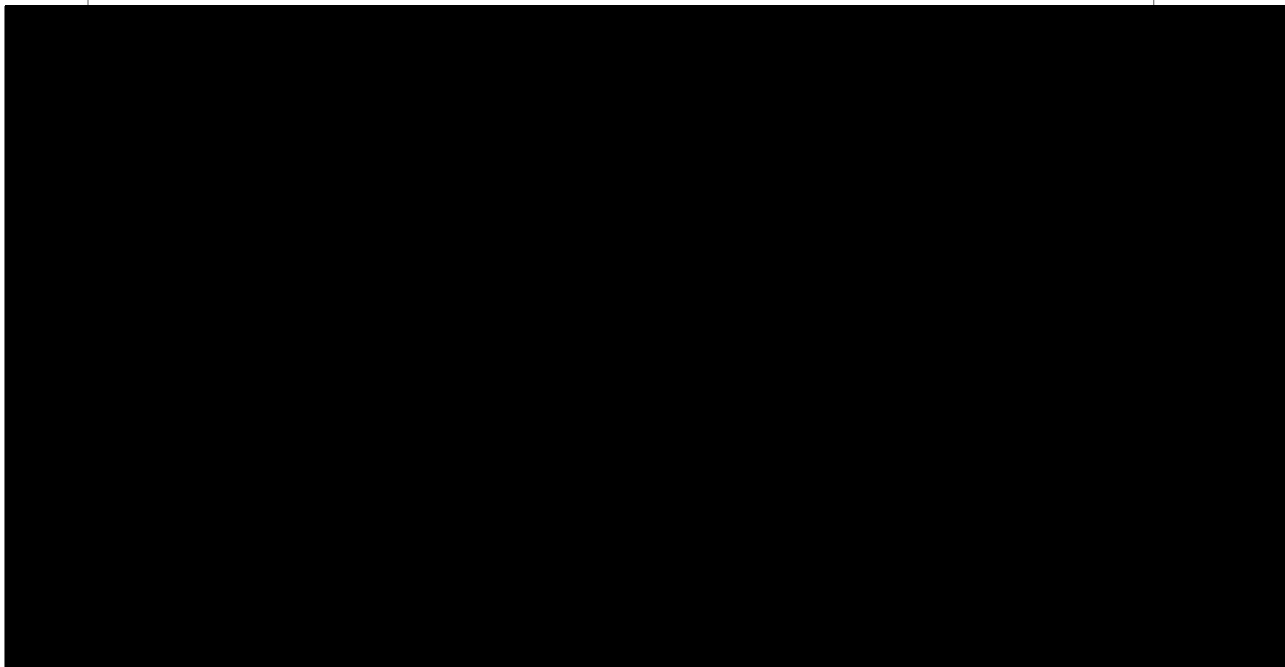
iPhone models considered (among Considered other iPhone models, iPhone 11 Pro Max)



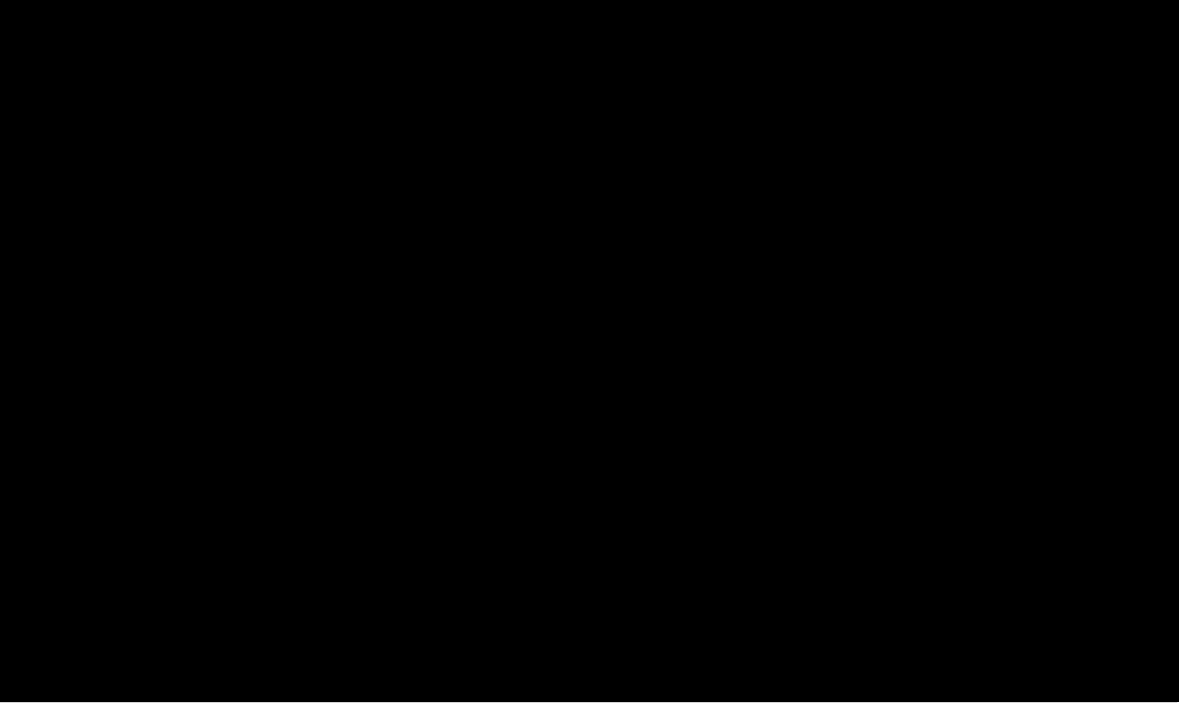
Considered other smartphone brands



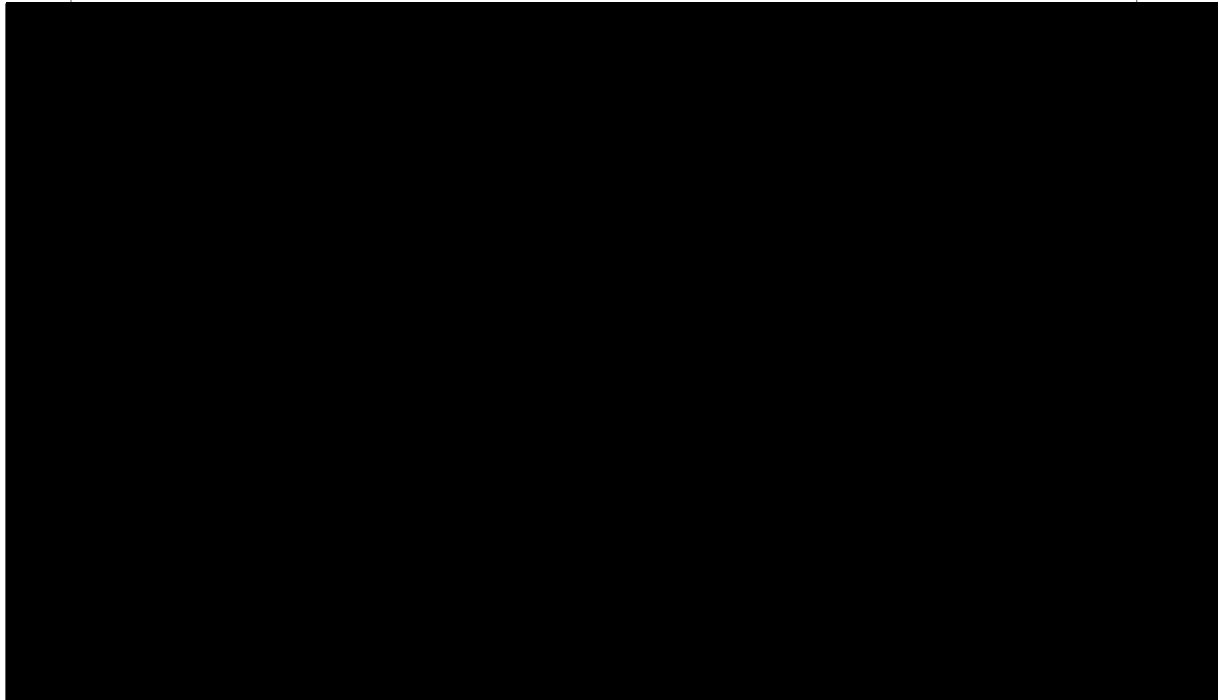
Considered other smartphone brands



Considered other smartphone brands (among Flagship models)



Considered other smartphone brands by model



Other brands considered (among Considered other brands)



Other brands considered (among Considered other brands, iPhone 11)



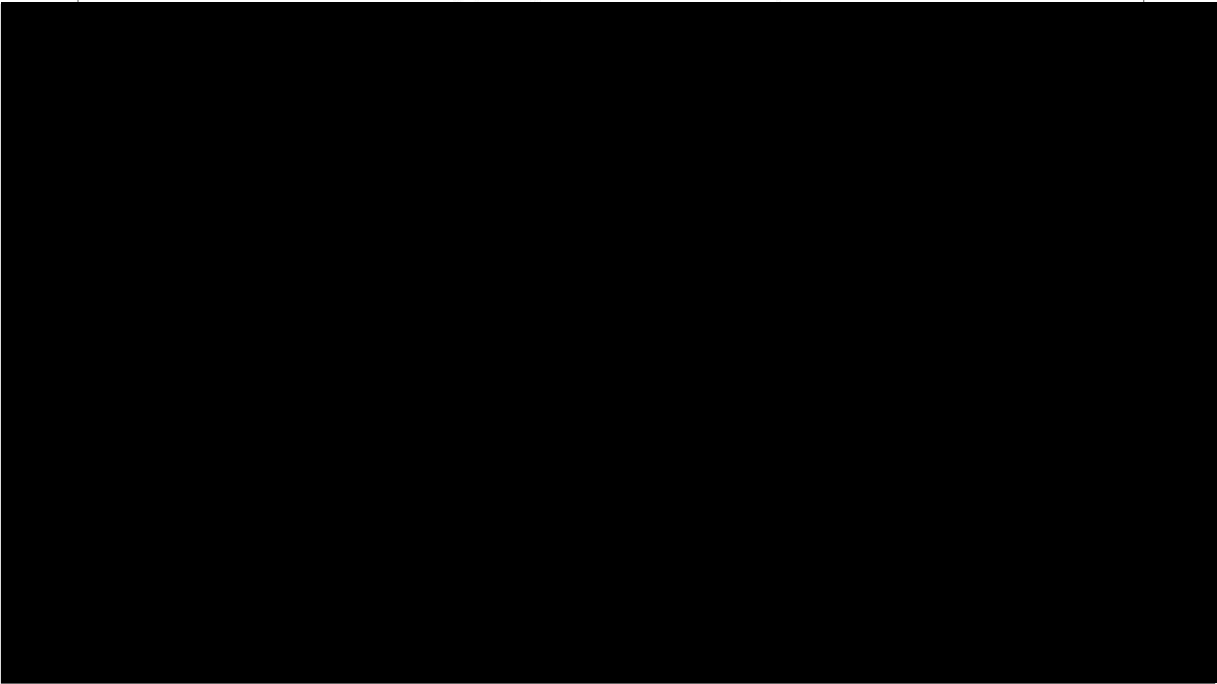
Other brands considered (among Considered other brands, iPhone 11 Pro)



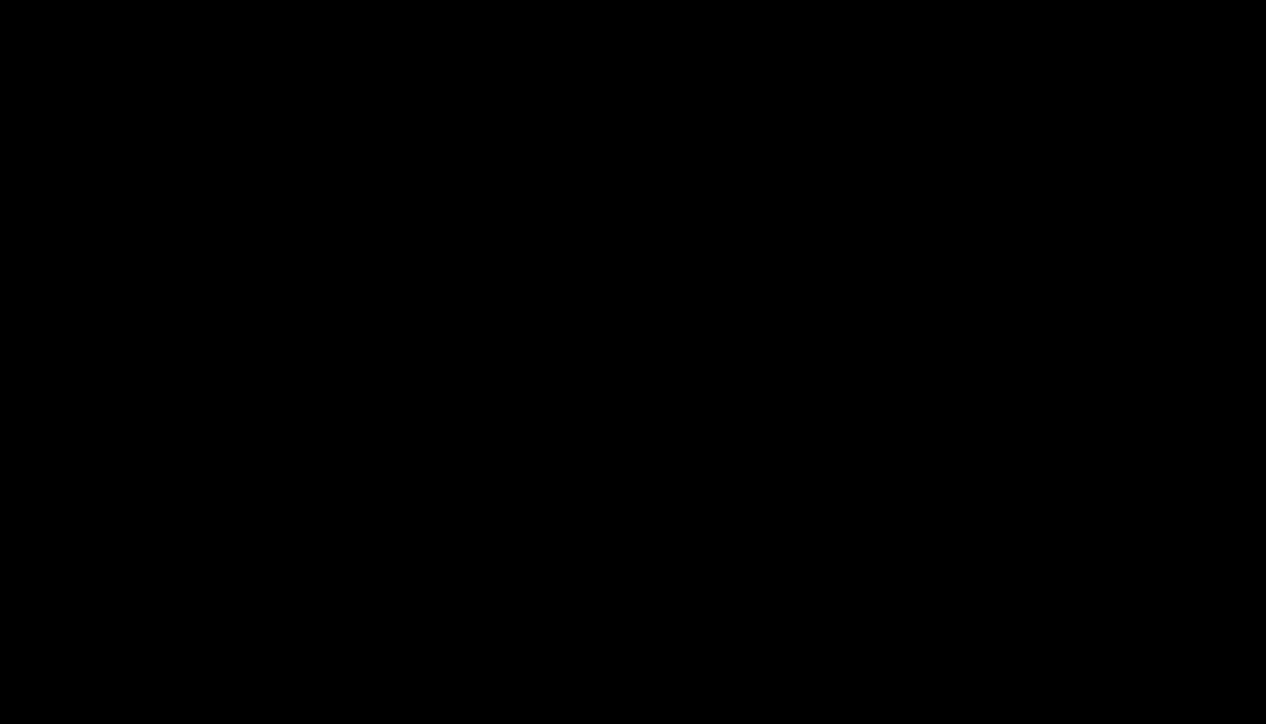
Other brands considered (among Considered other brands, iPhone 11 Pro Max)



Other brands considered: Samsung (among Considered other brands)



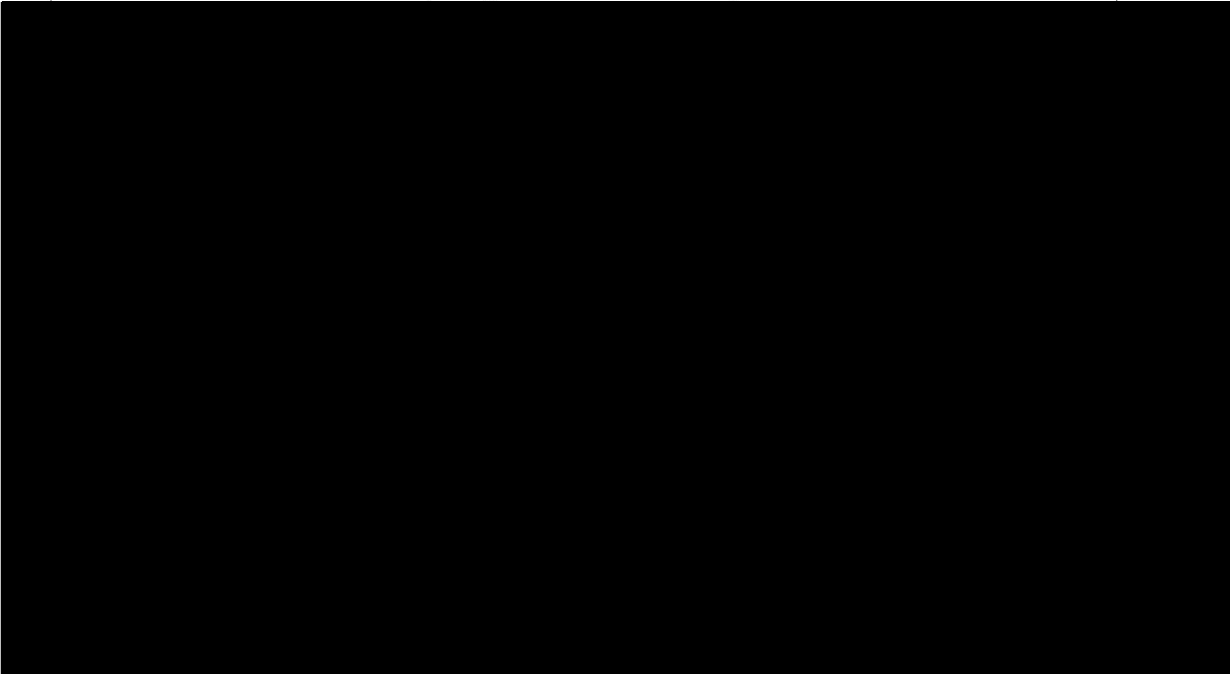
Other brands considered by model: Samsung (among Considered other brands)



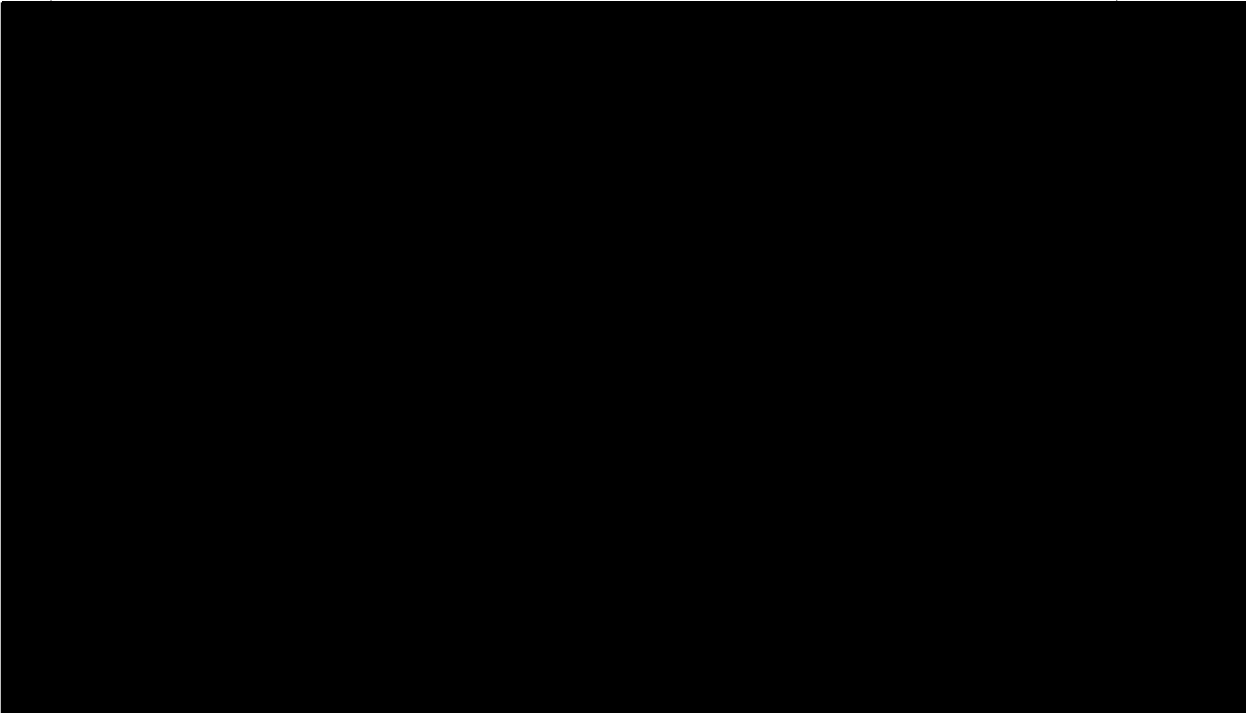
Reasons to consider Samsung



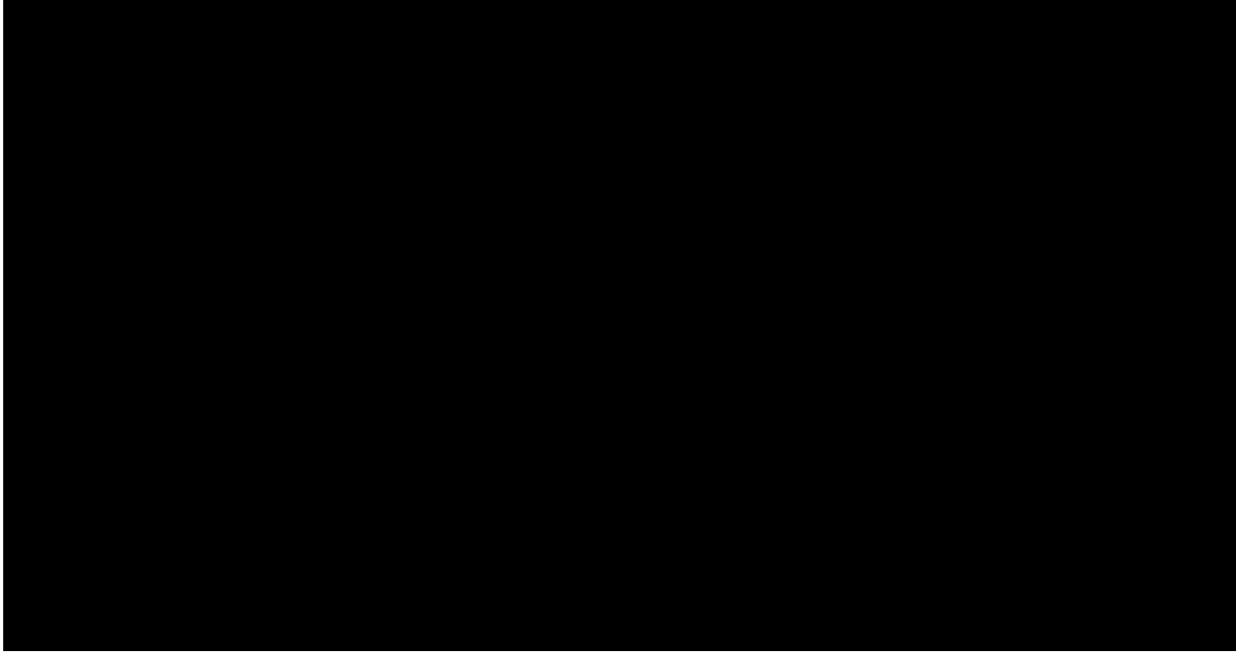
Other brands considered: Huawei (among Considered other brands)



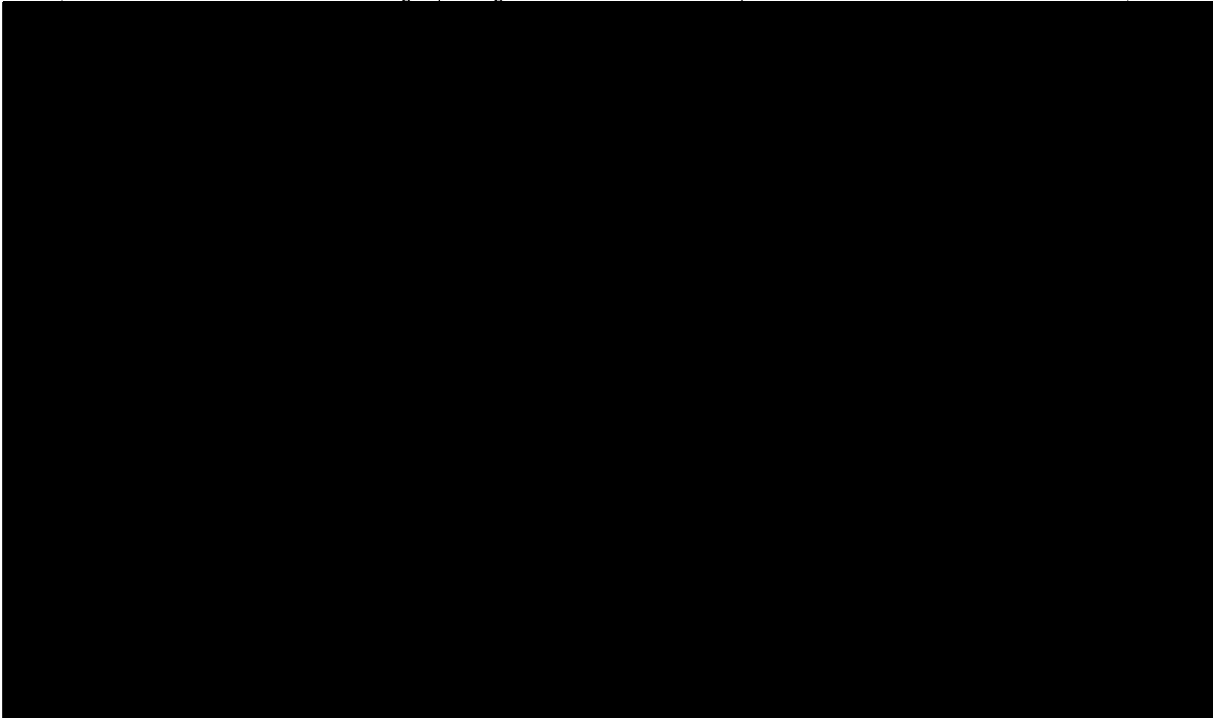
Other brands considered: Huawei (among Considered other brands)



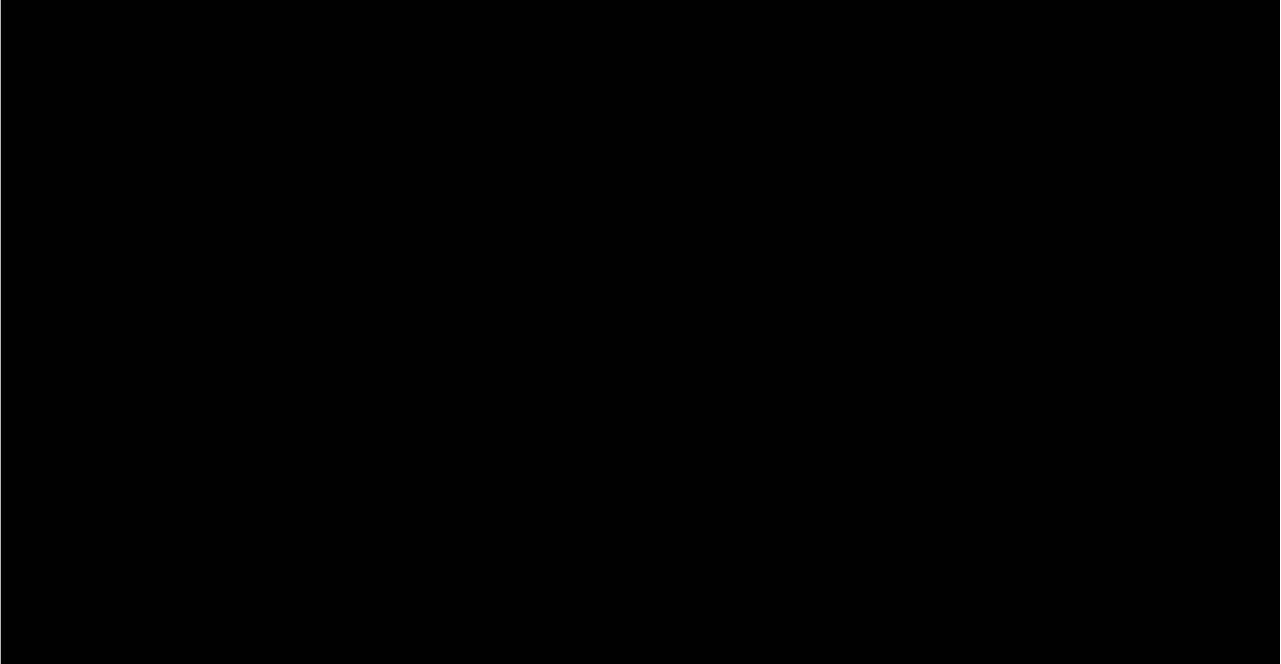
Reasons to consider Huawei



Other brands considered: Google (among Considered other brands)



Other brands considered: Sony (among Considered other brands)



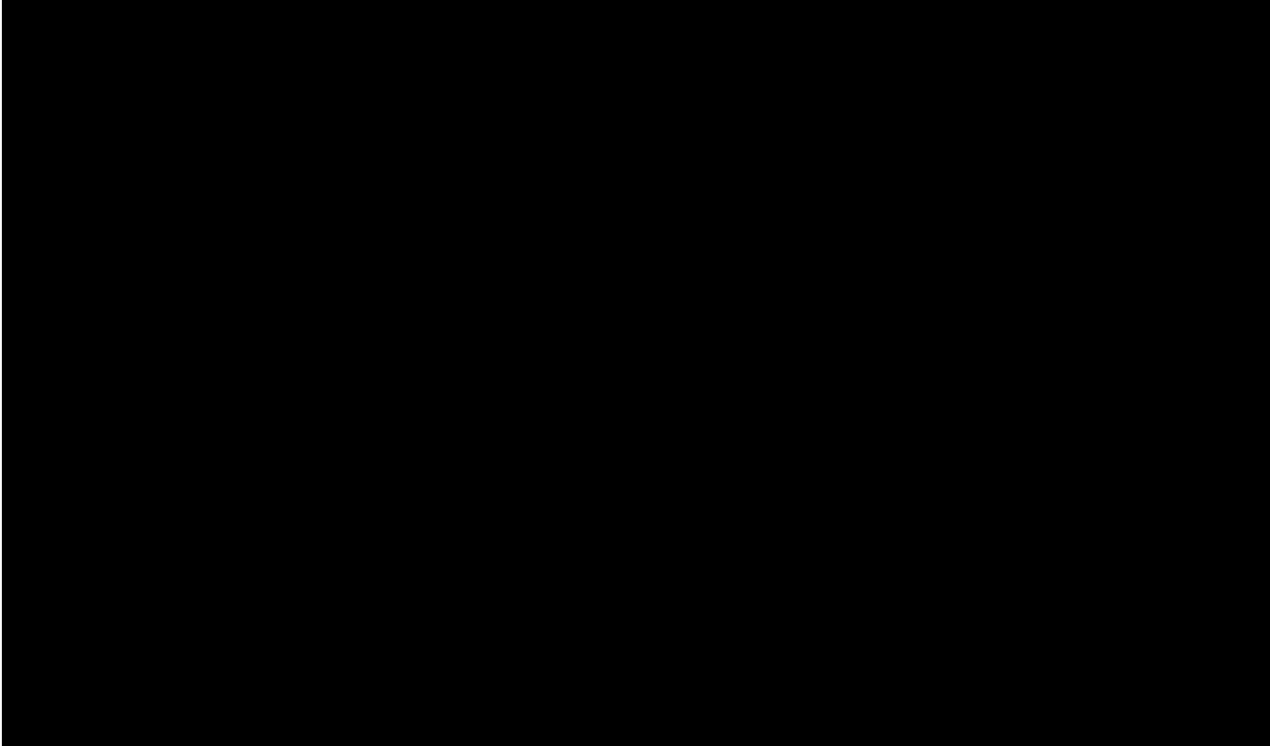
iPhone financing

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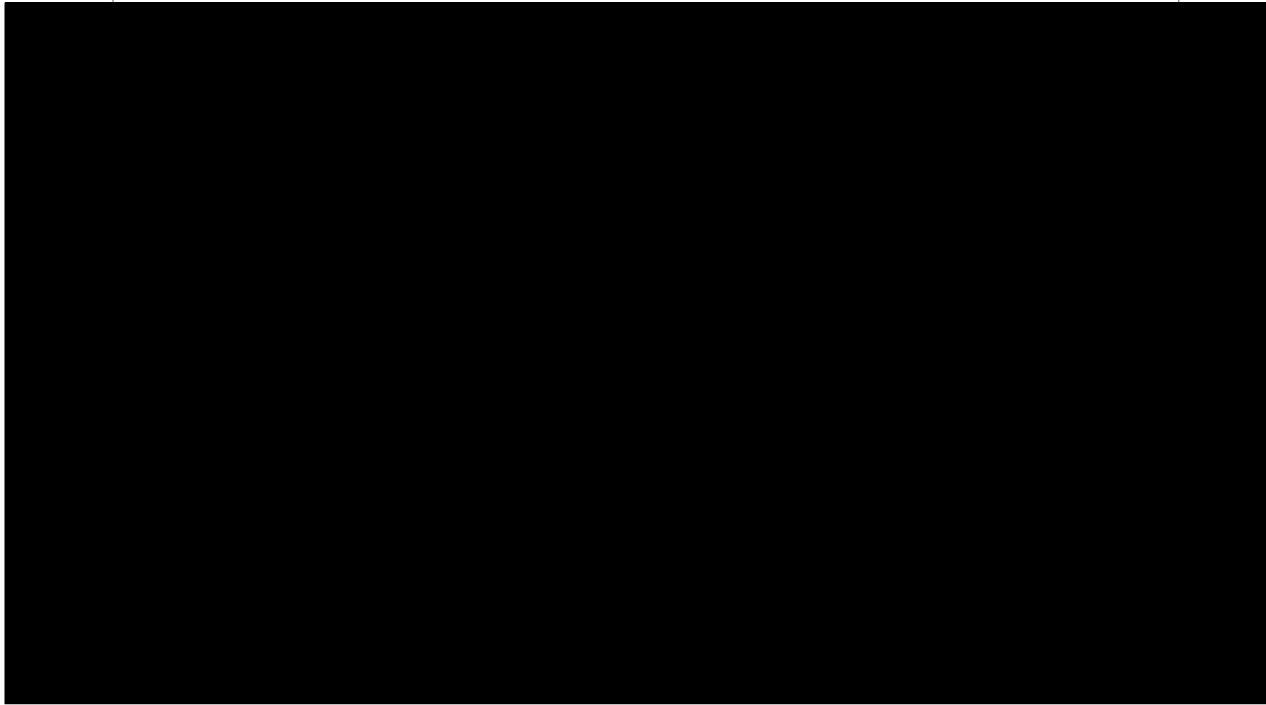
Paid for [MODEL] up front or in monthly installments



Paid for [MODEL] up front or in monthly installments (among Flagship models)



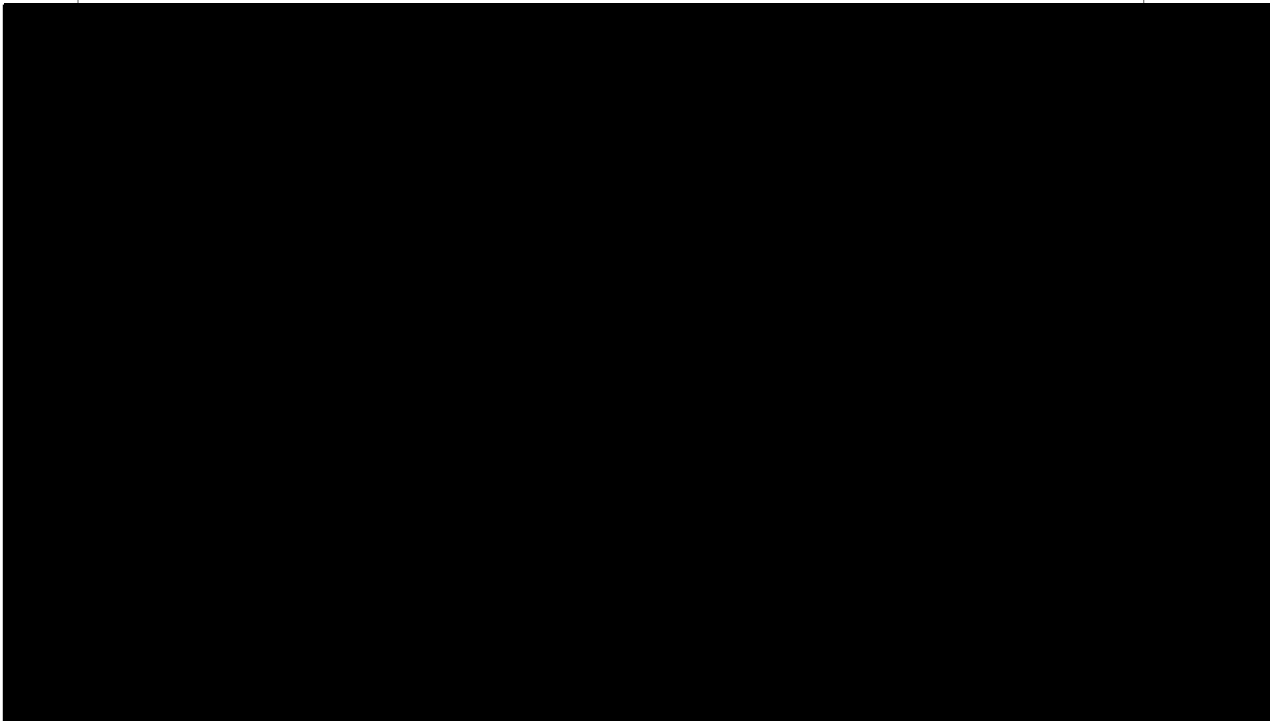
Paid for [MODEL] up front or in monthly installments by model: I paid all up front



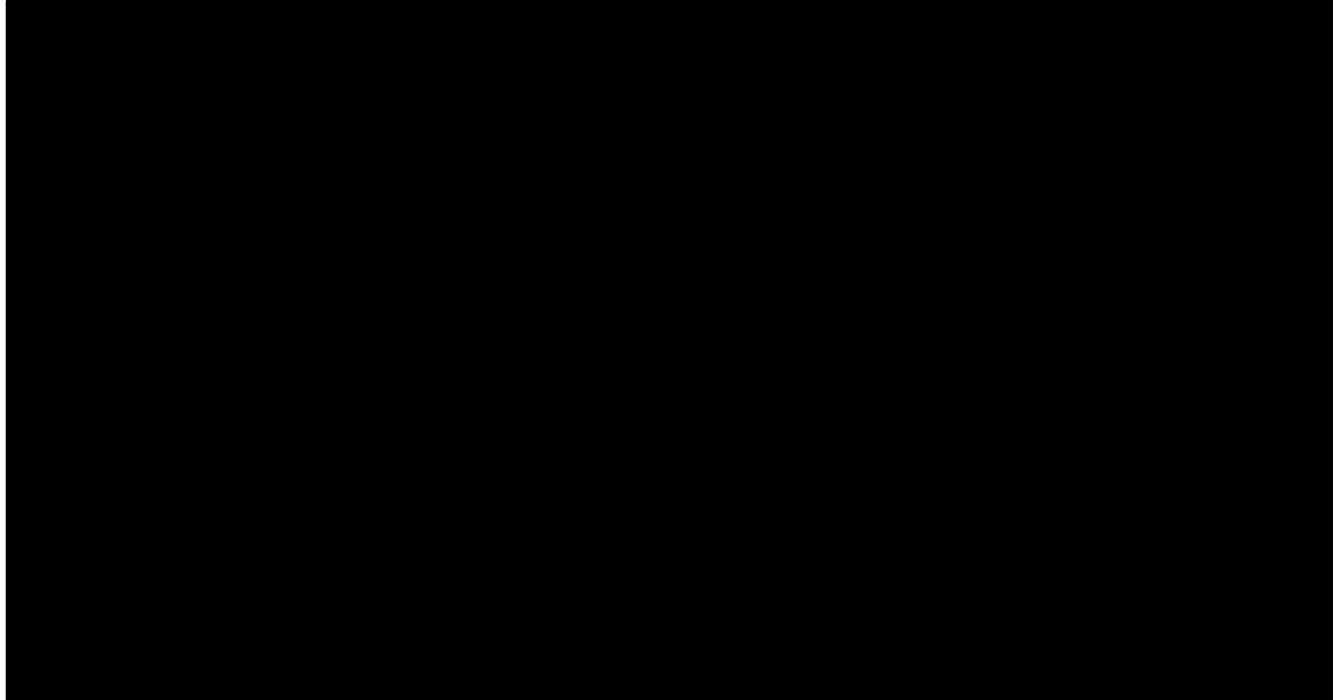
Trade-in program

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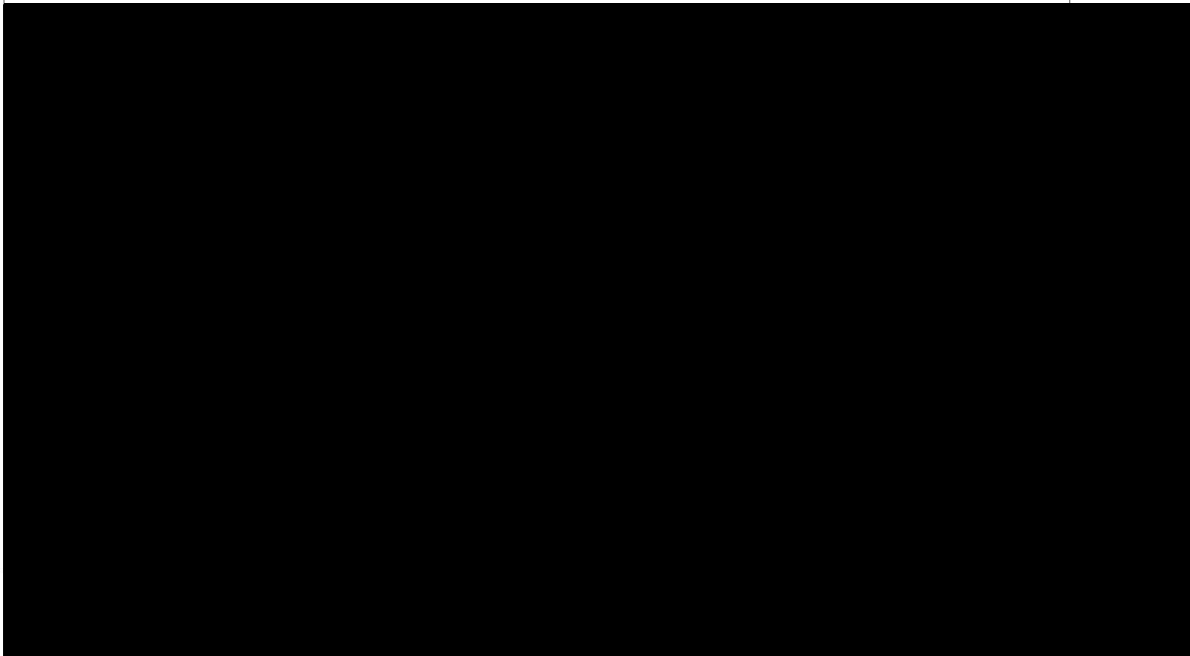
Disposition of replaced mobile phone



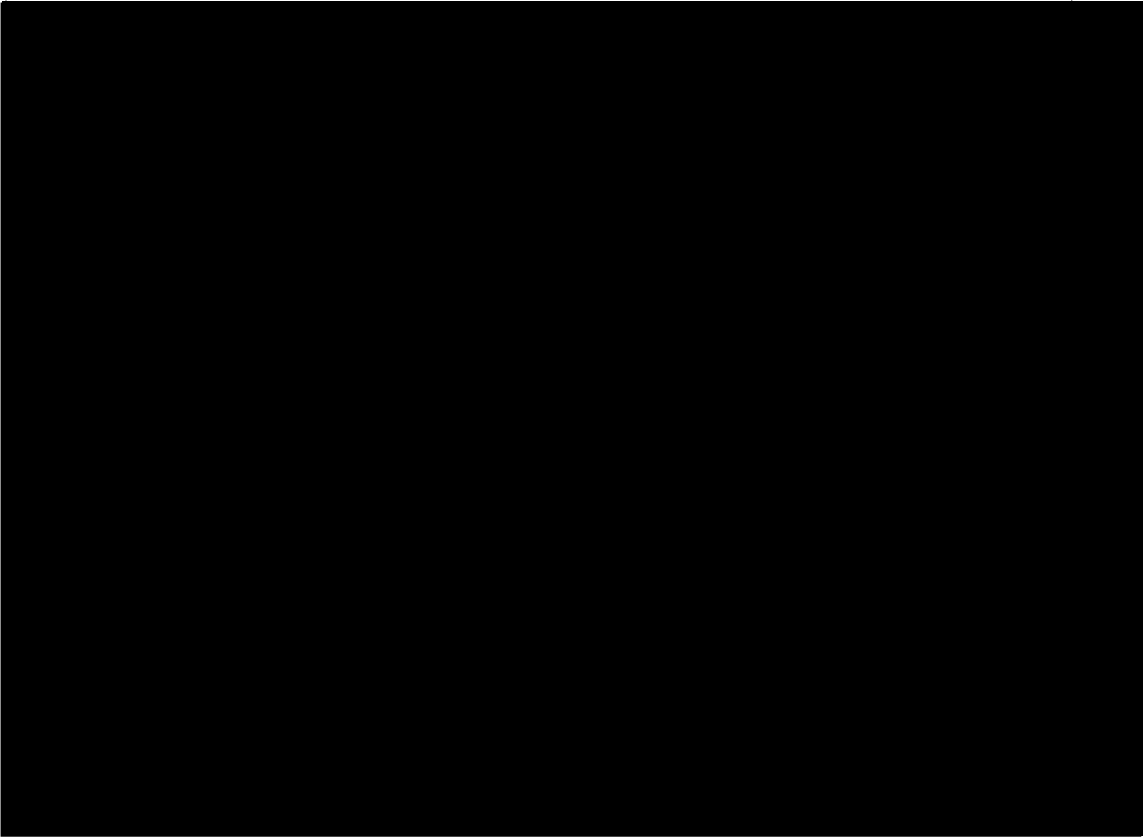
Disposition of replaced mobile phone (among Flagship models)



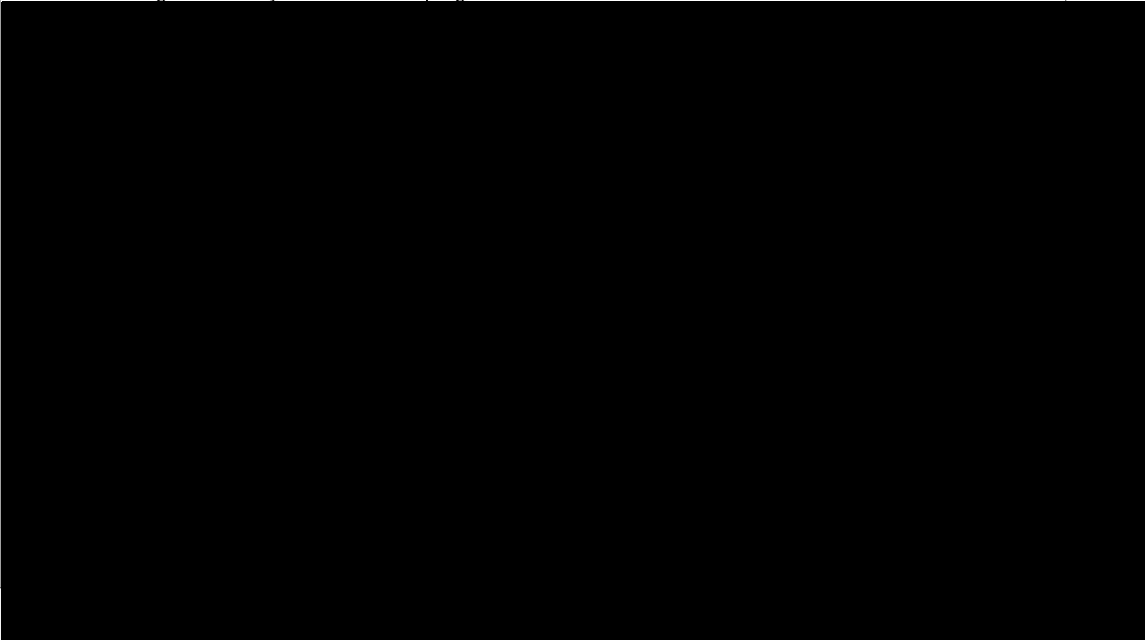
Awareness and usage of trade-in program*



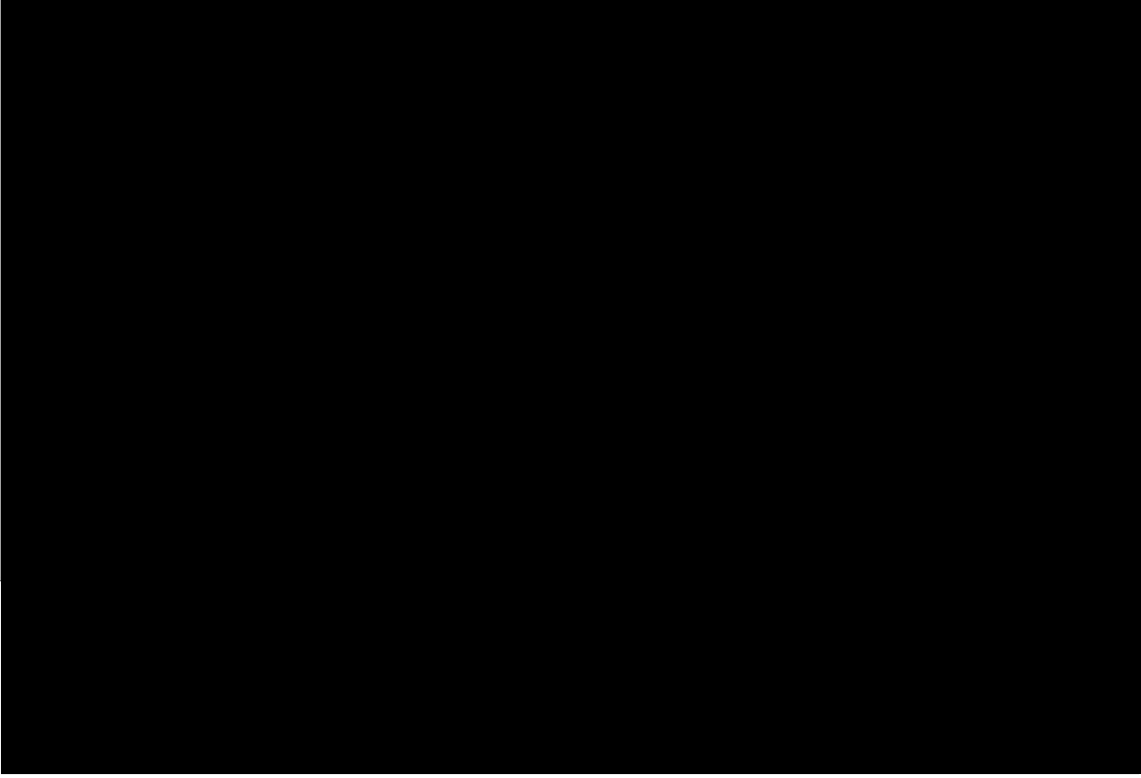
Awareness and usage of trade-in program* (among Flagship models)



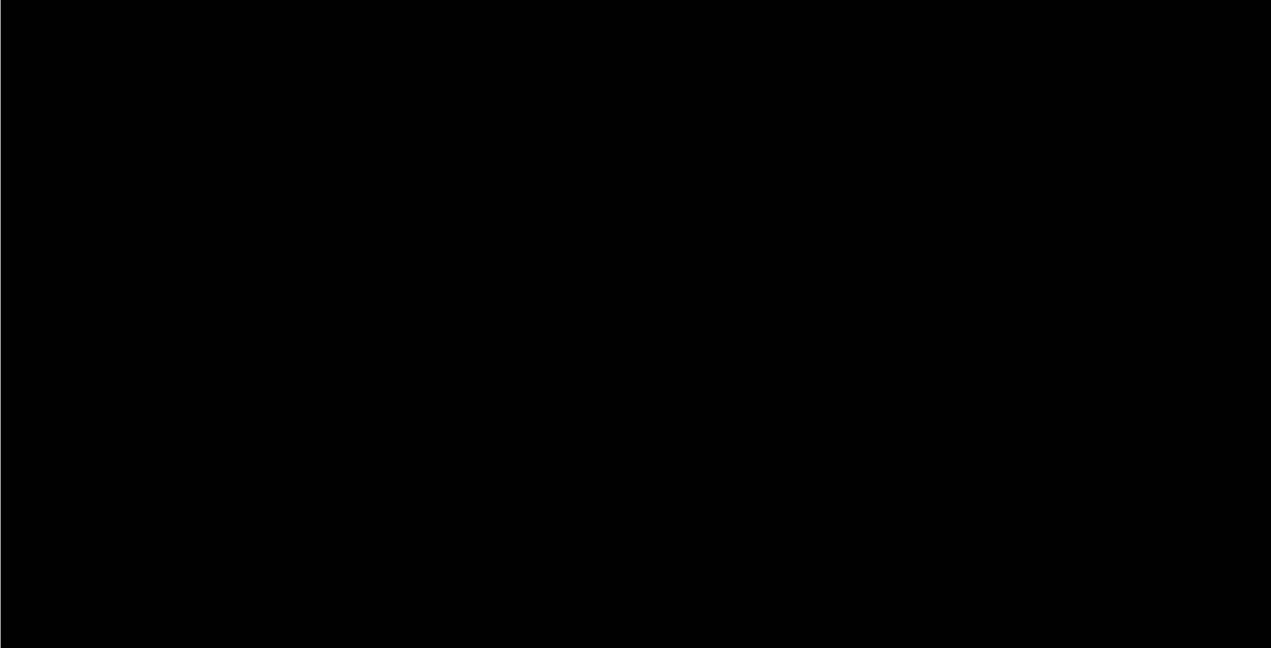
Model bought/owned by use of trade-in program*



Model bought/owned by use of trade-in program*



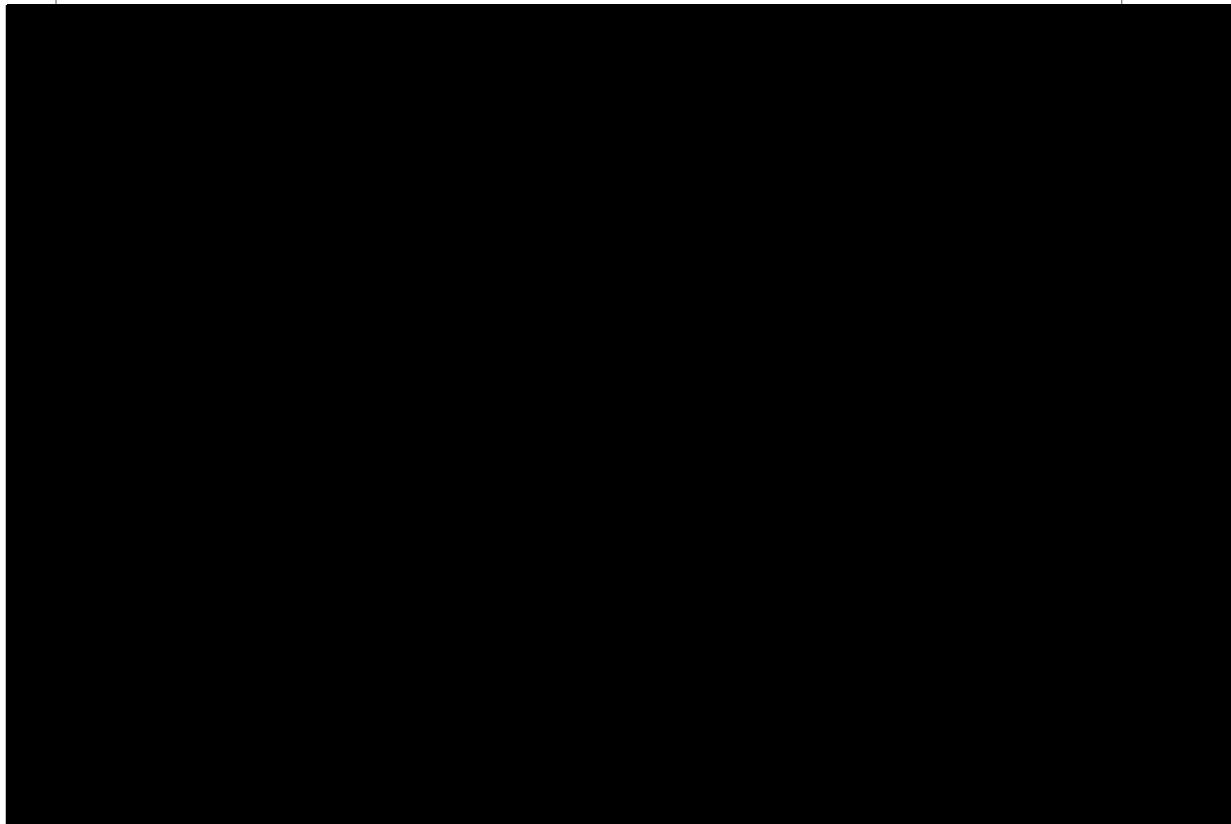
Model bought/owned by use of trade-in program*



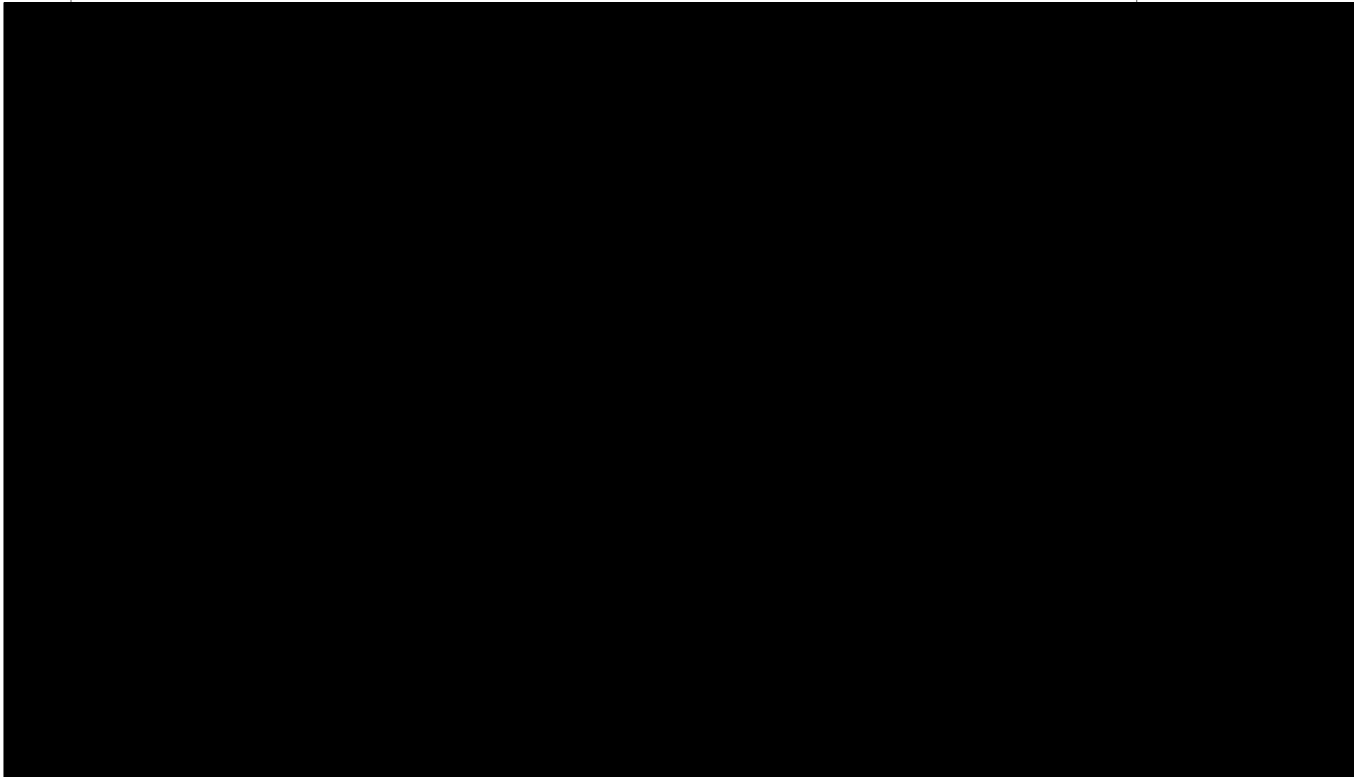
Alternative if trade in* was not available (among Flagship models)



Reasons for not using trade-in program*



Reasons for not using trade-in program* (among Flagship models)



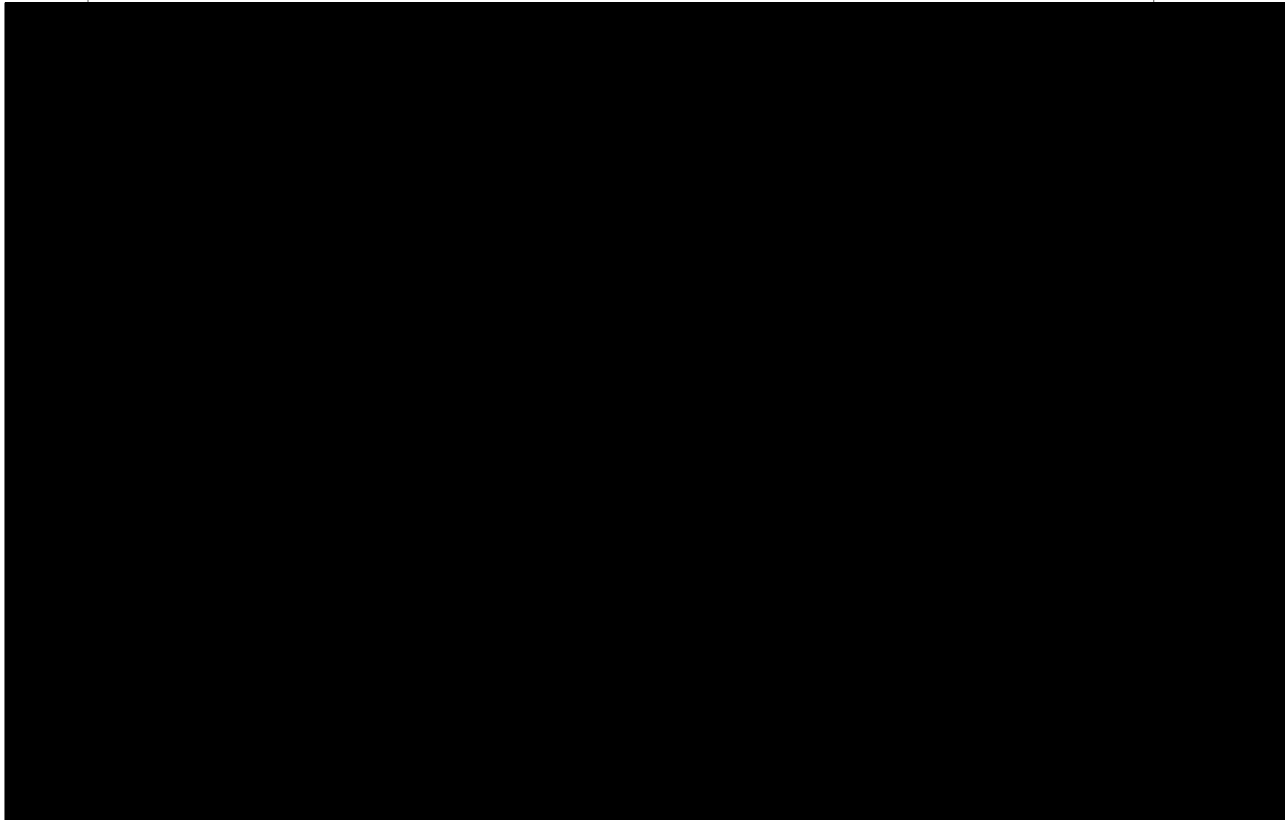
Buy Mix detailed results

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First iPhone and first smartphone

APPLE CONFIDENTIAL 118

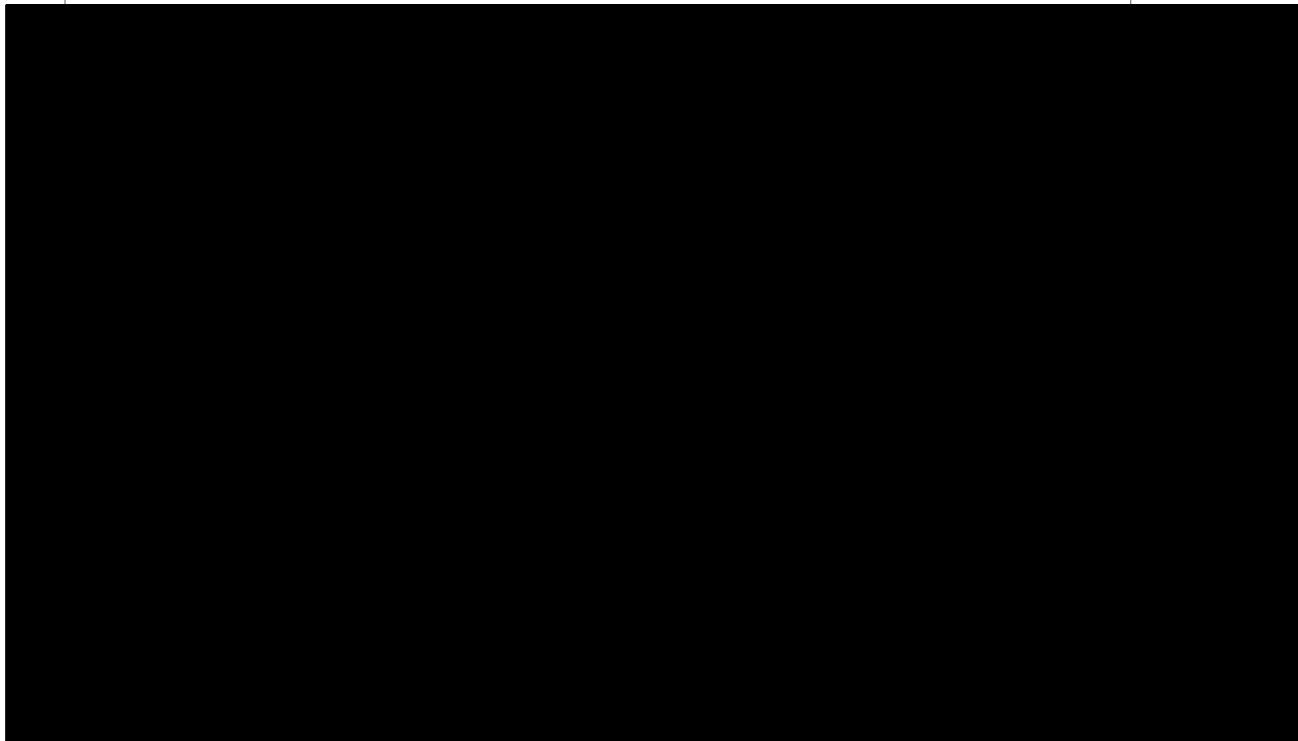
First iPhone



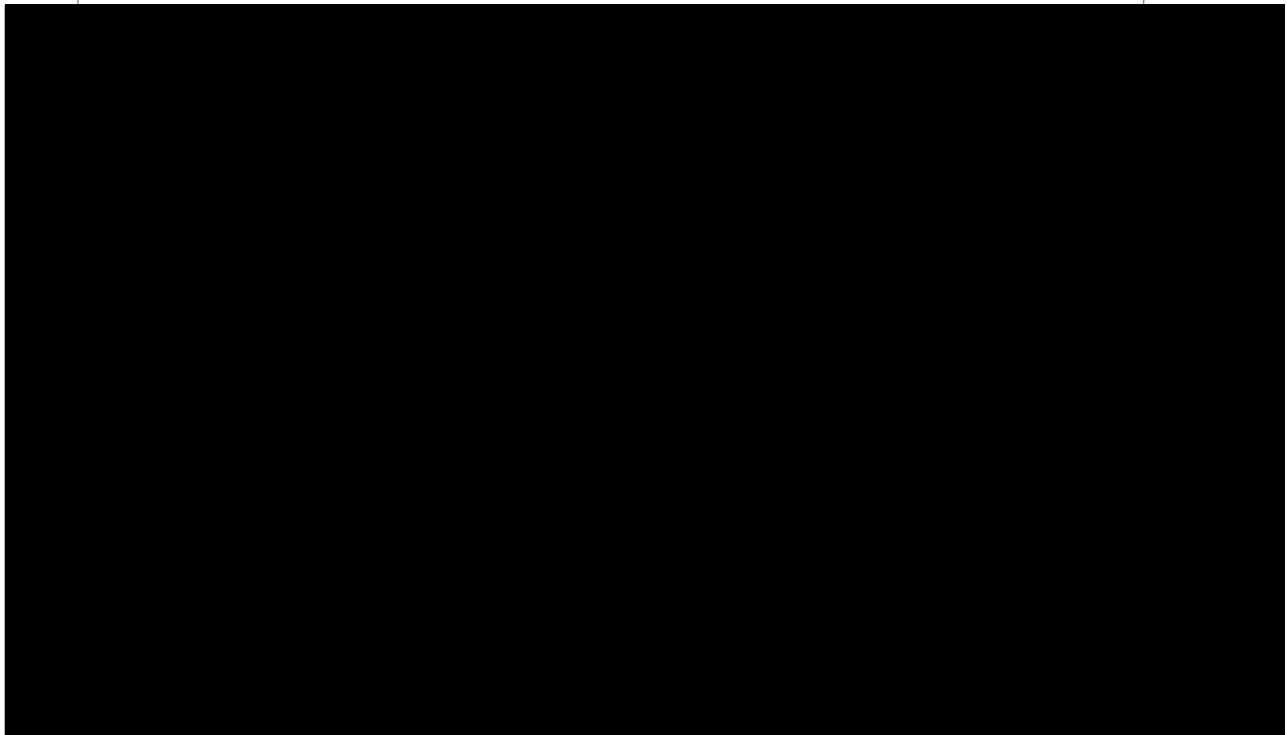
First iPhone



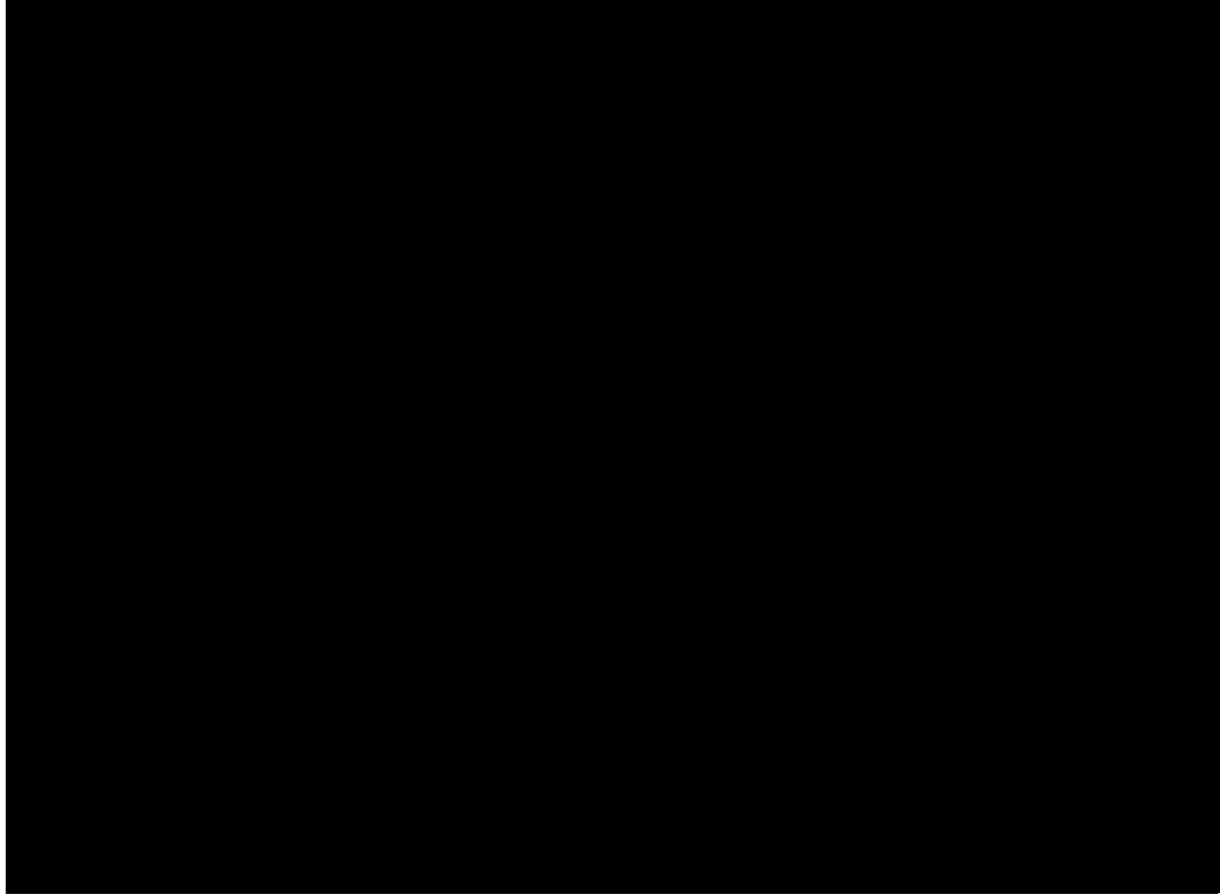
First iPhone (among Flagship models)



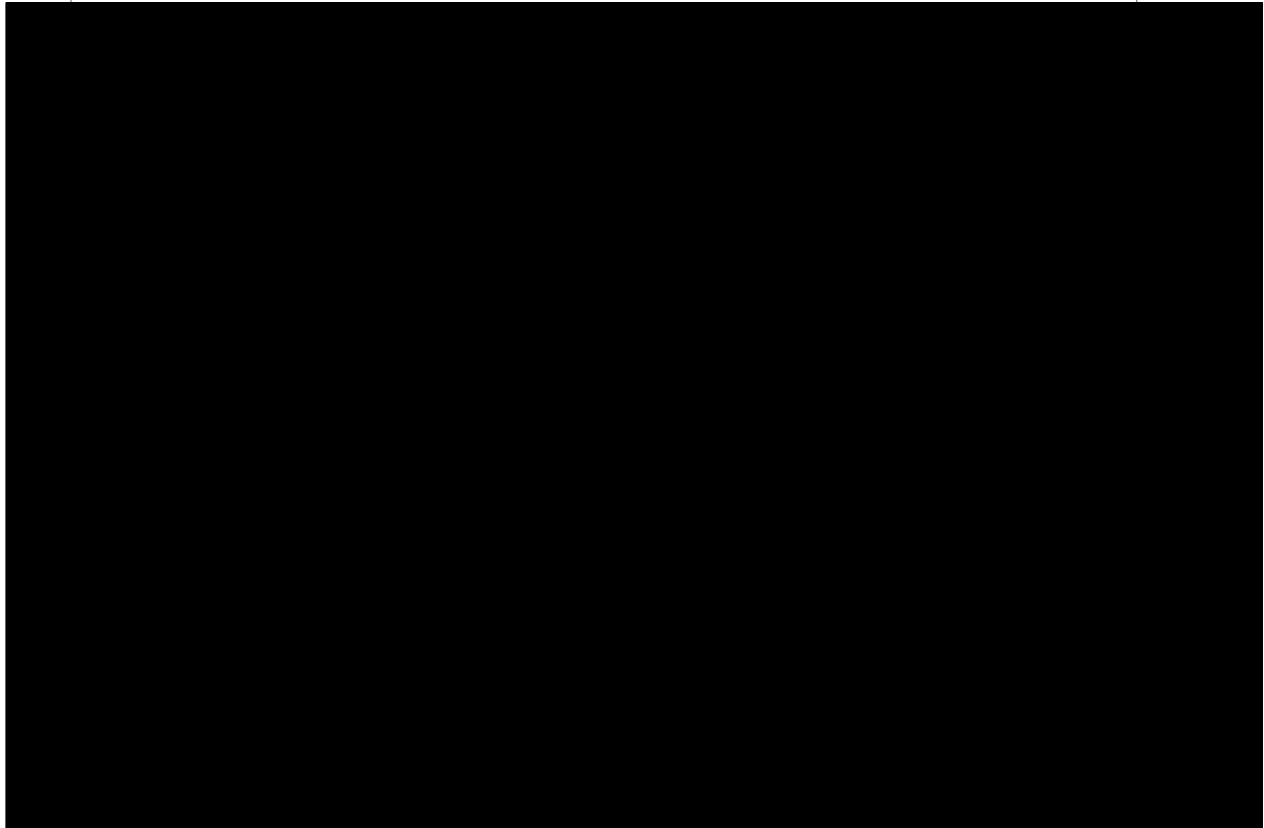
First iPhone by model



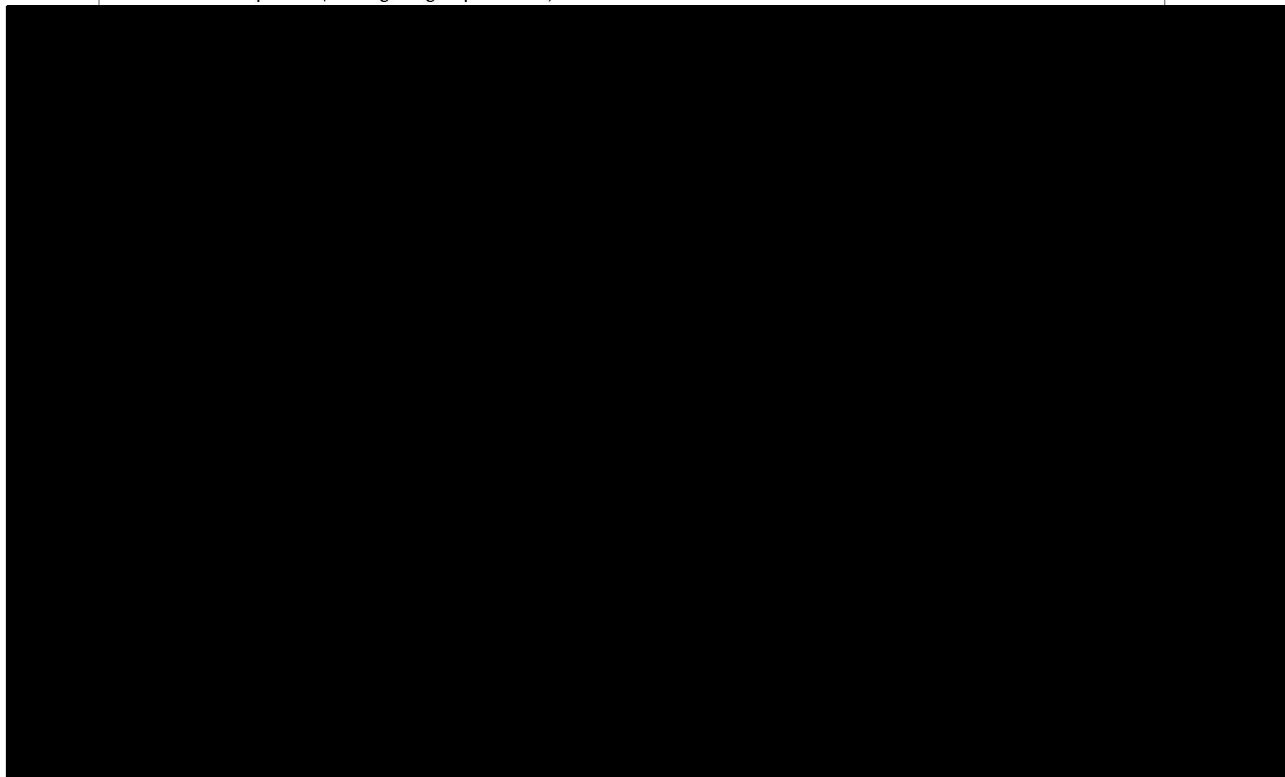
First smartphone



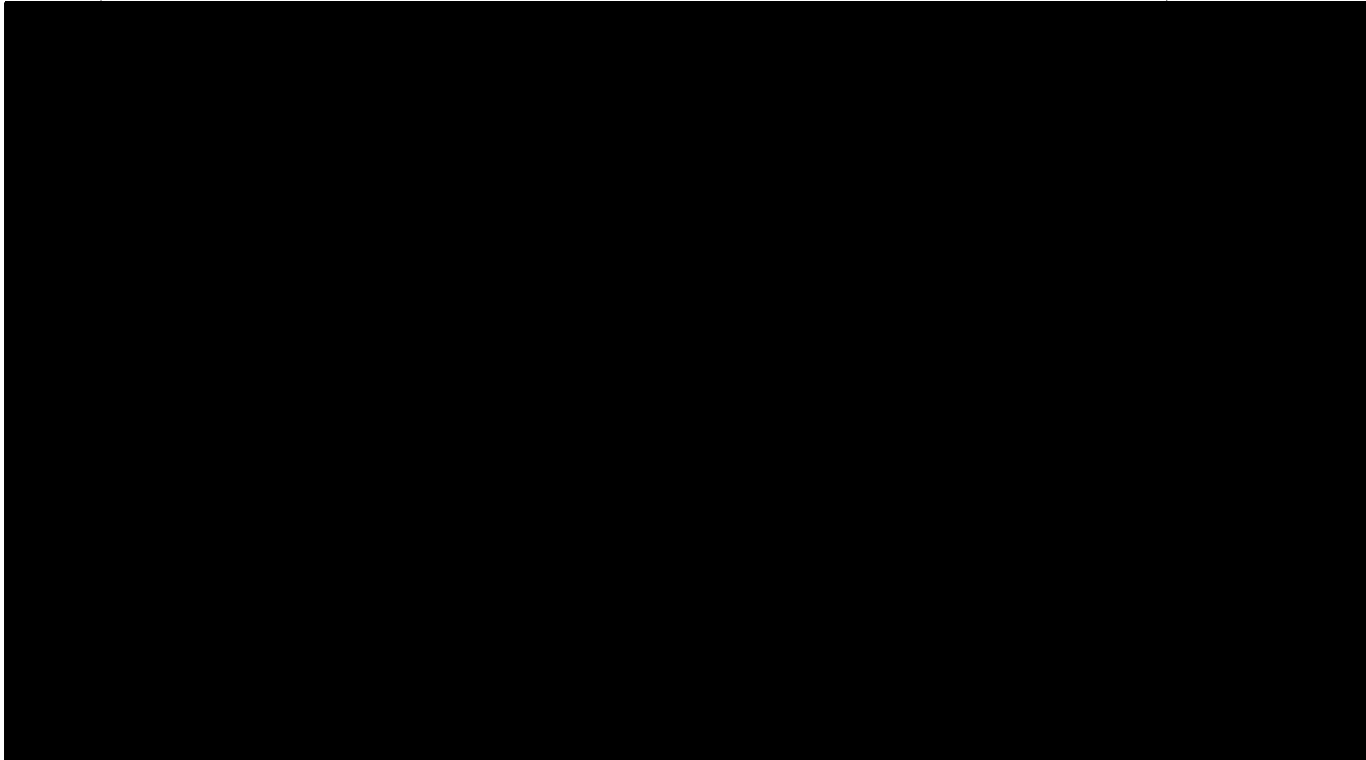
First smartphone



First smartphone (among Flagship models)



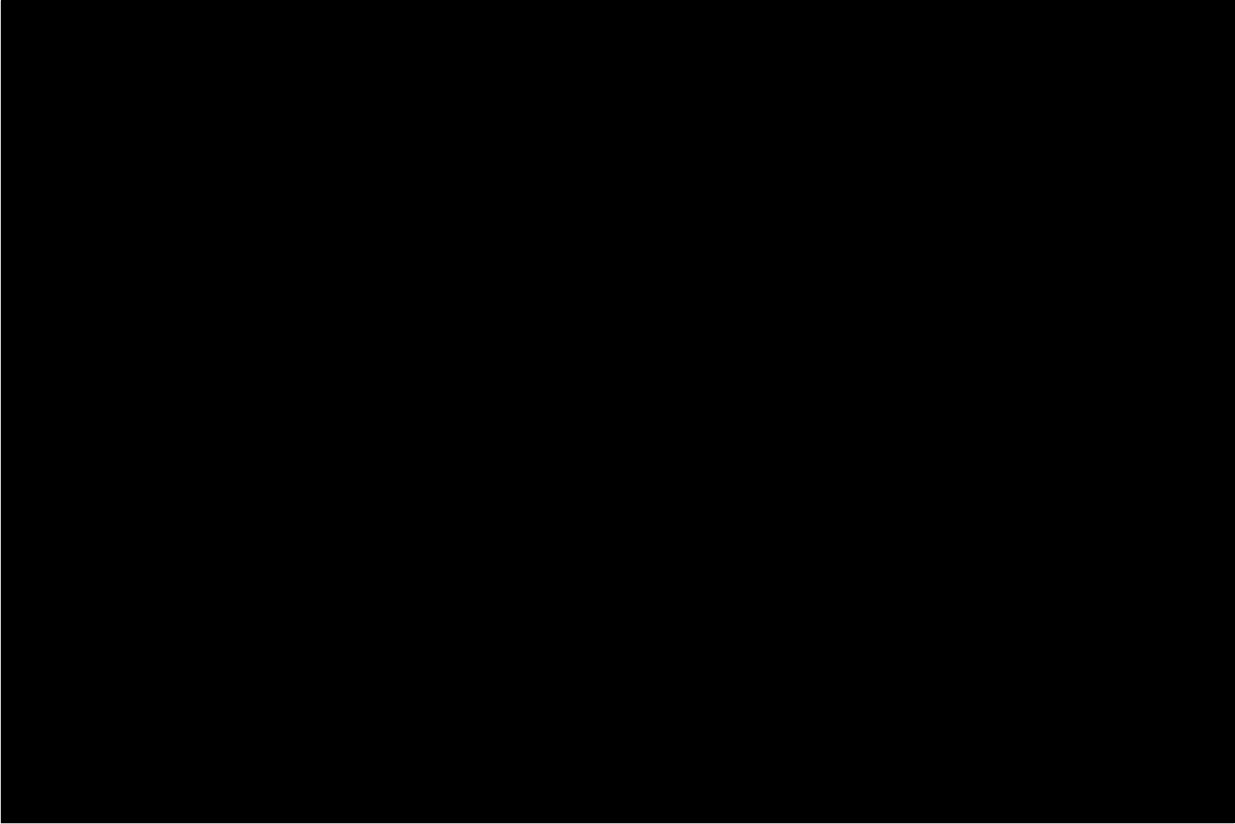
First smartphone by model



Buy mix

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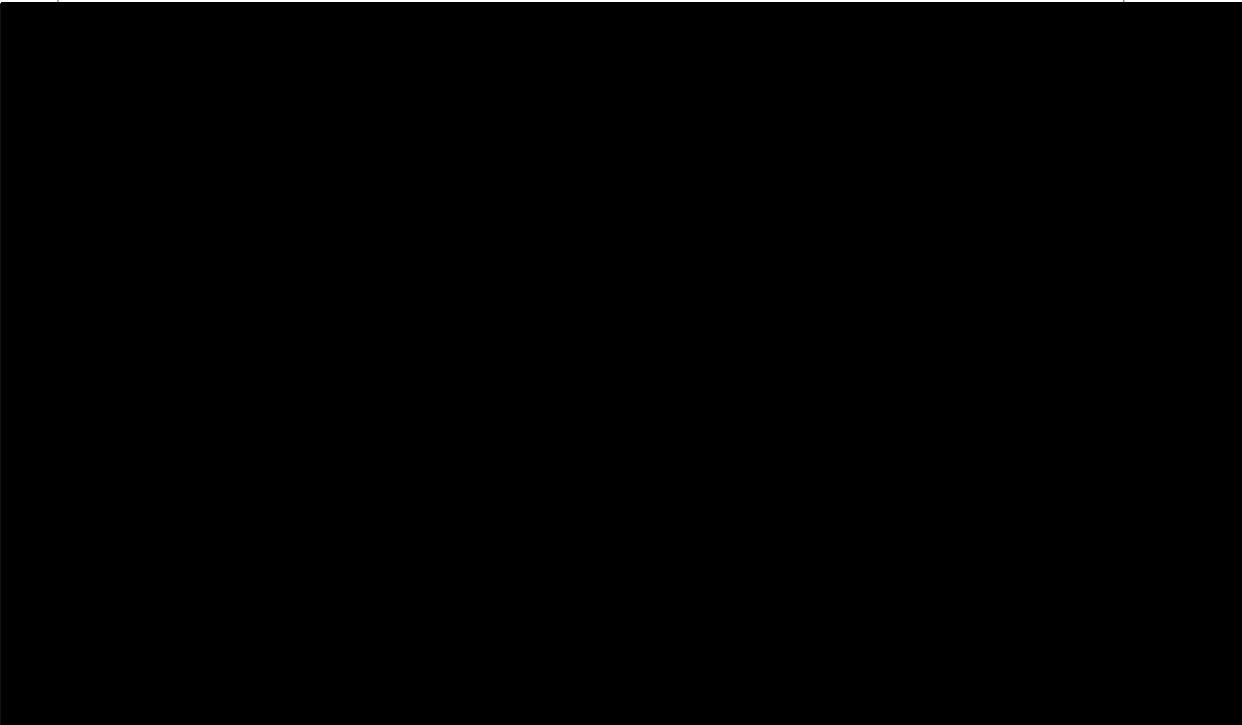
Buy mix detail



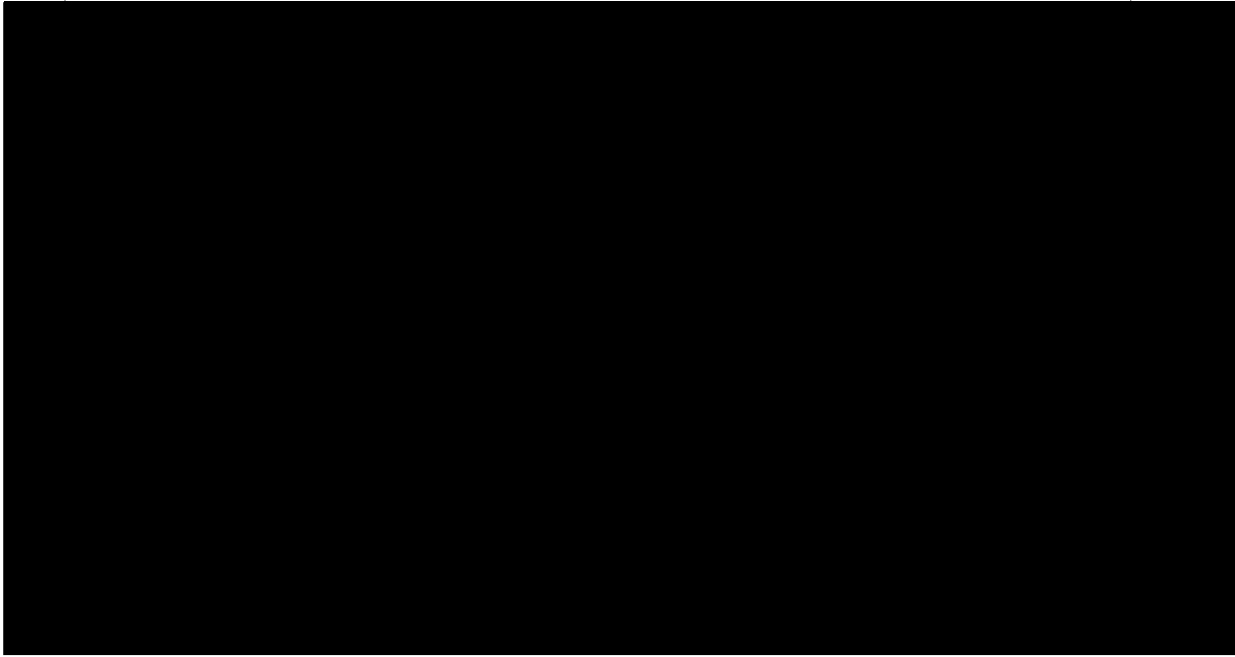
Buy mix detail (among Flagship models)



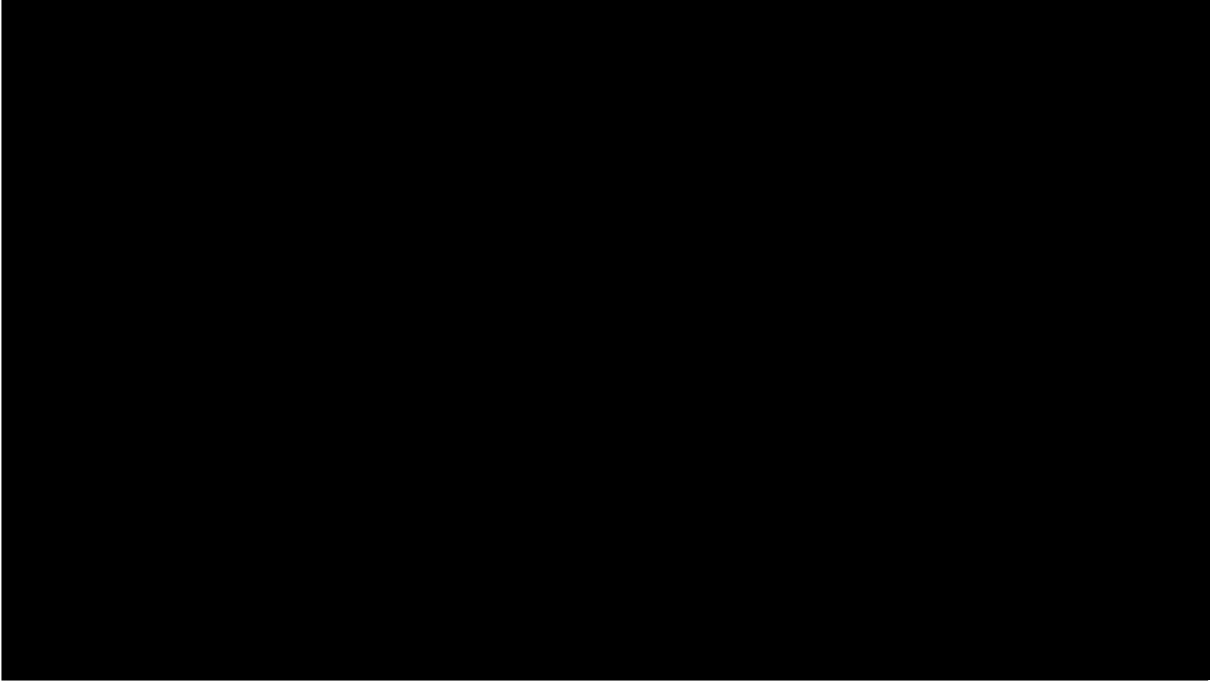
Buy mix detail (among iPhone 11)



Buy mix detail (among iPhone 11 Pro)



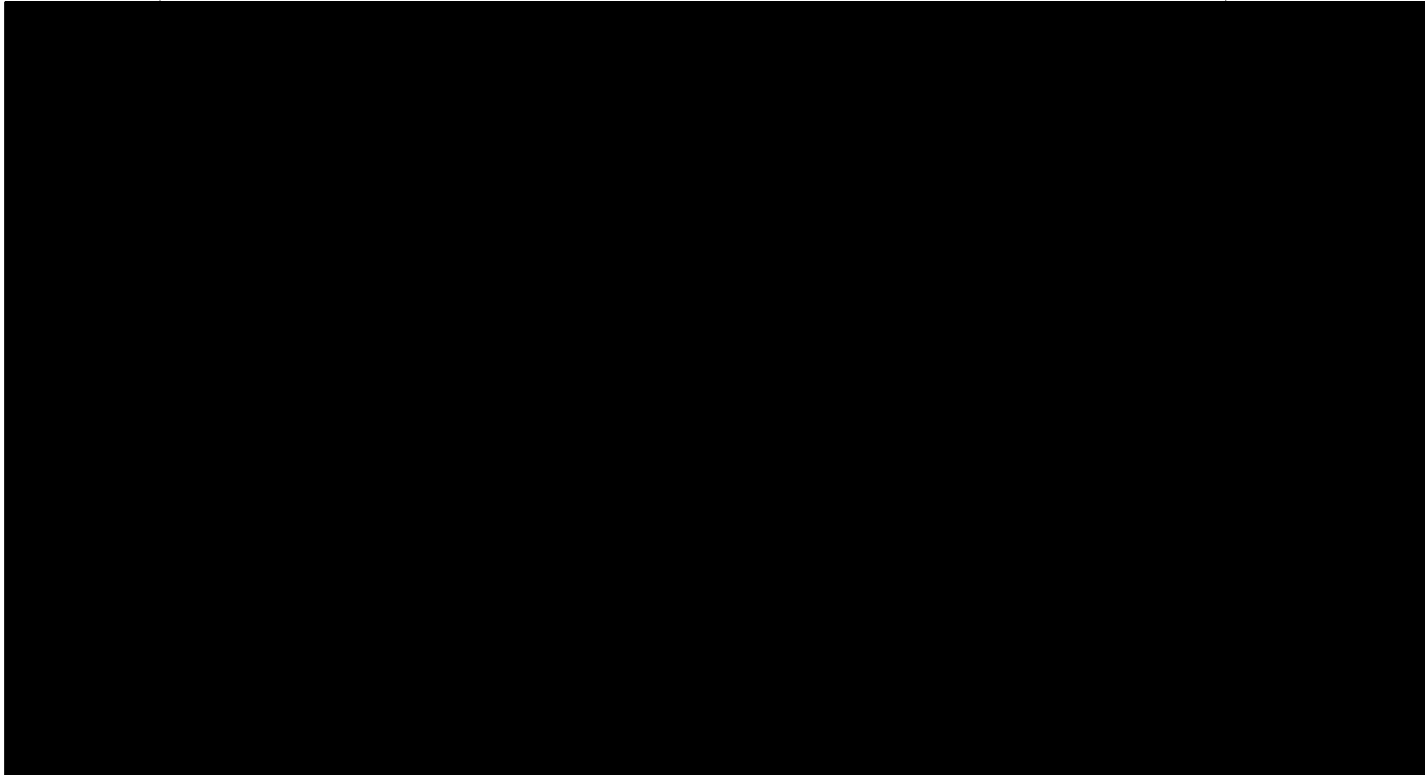
Buy mix detail (among iPhone 11 Pro Max)



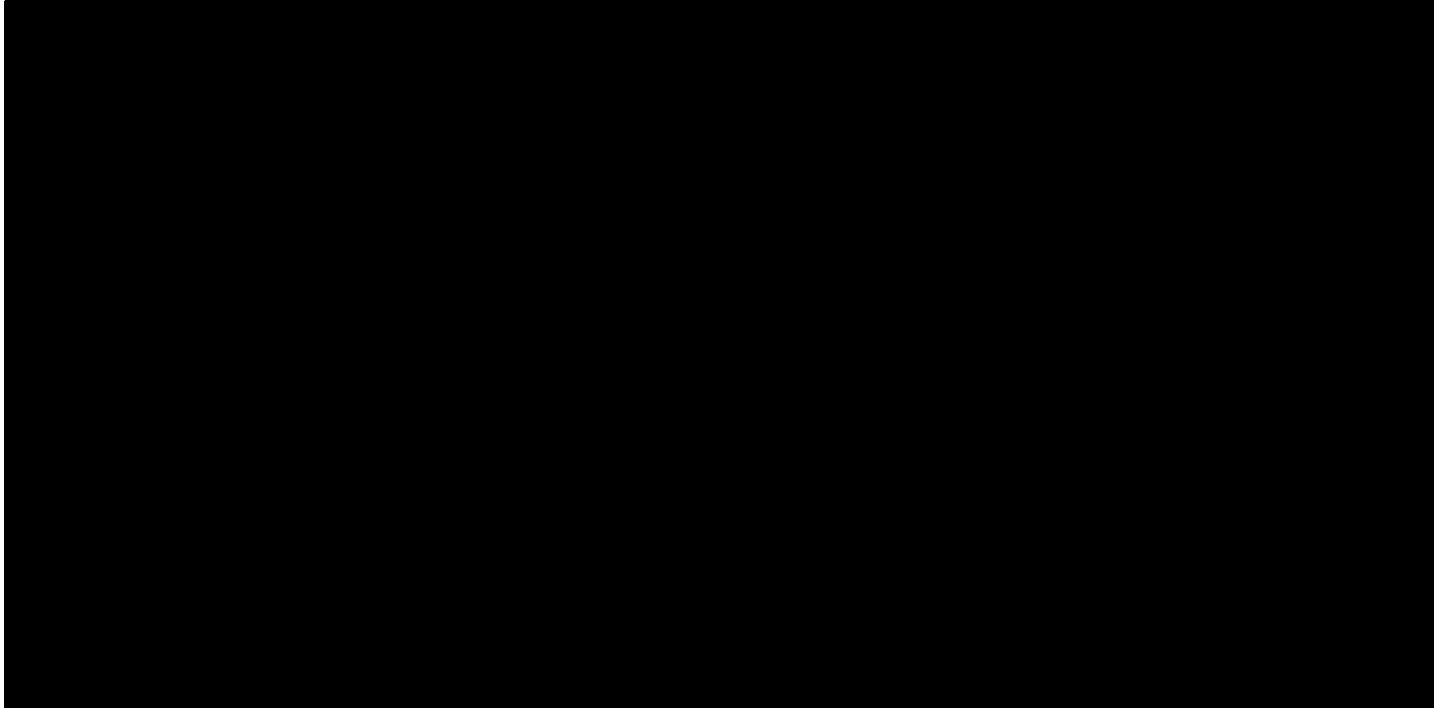
Type of replaced/additional phone

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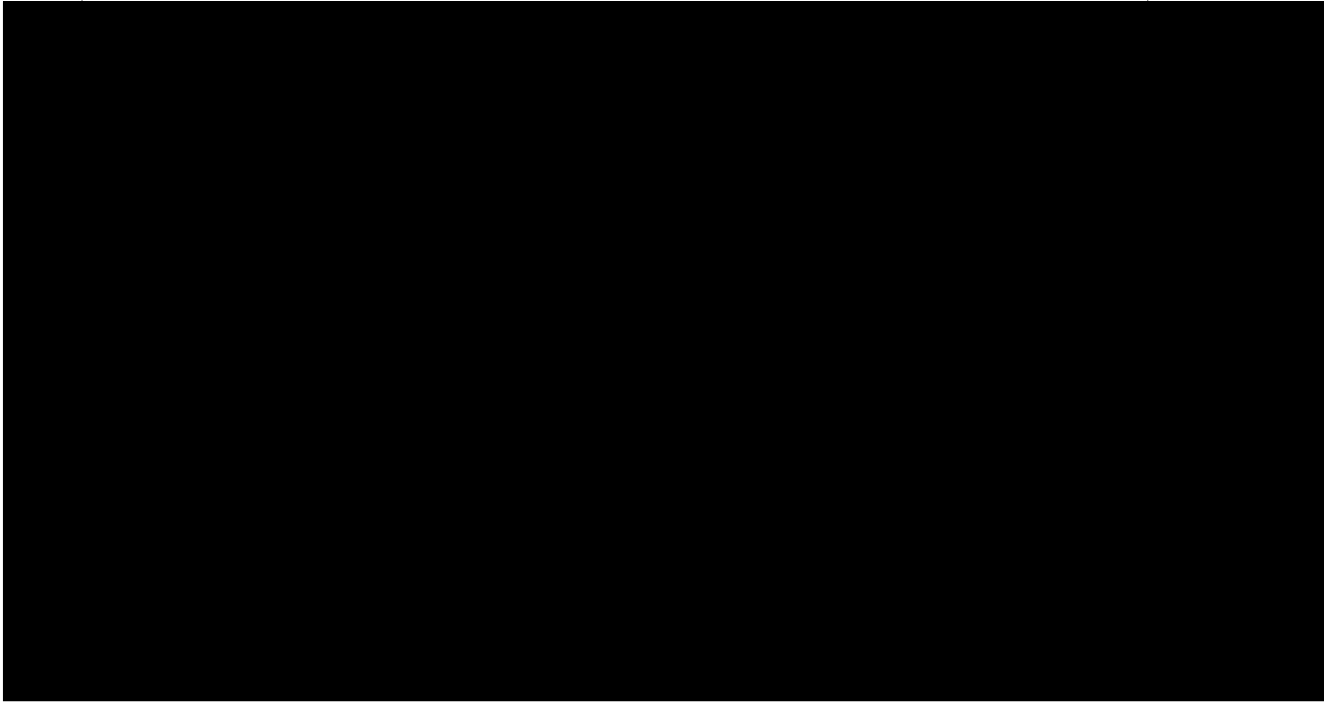
Type of phone replaced (among Replaced a phone): iPhone



Type of phone replaced (among Replaced a phone): Android



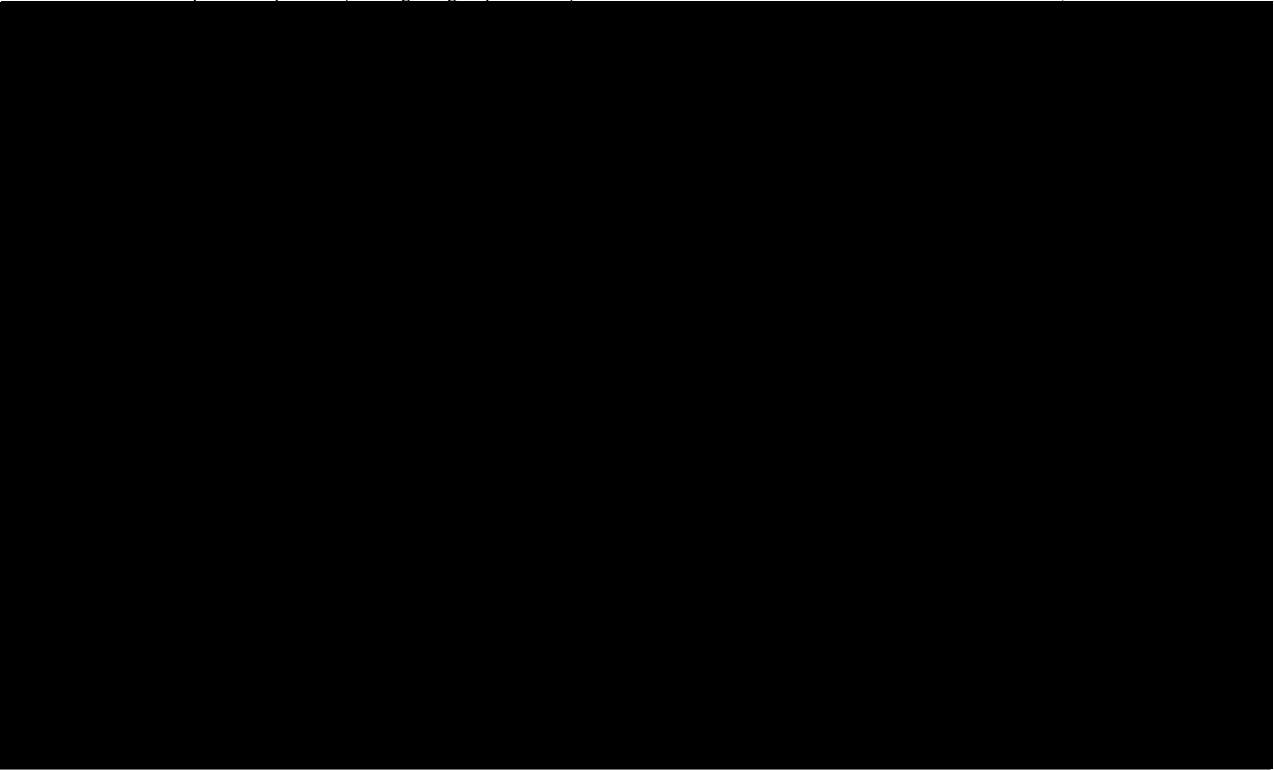
Type of phone replaced by model (among Replaced a phone): Android



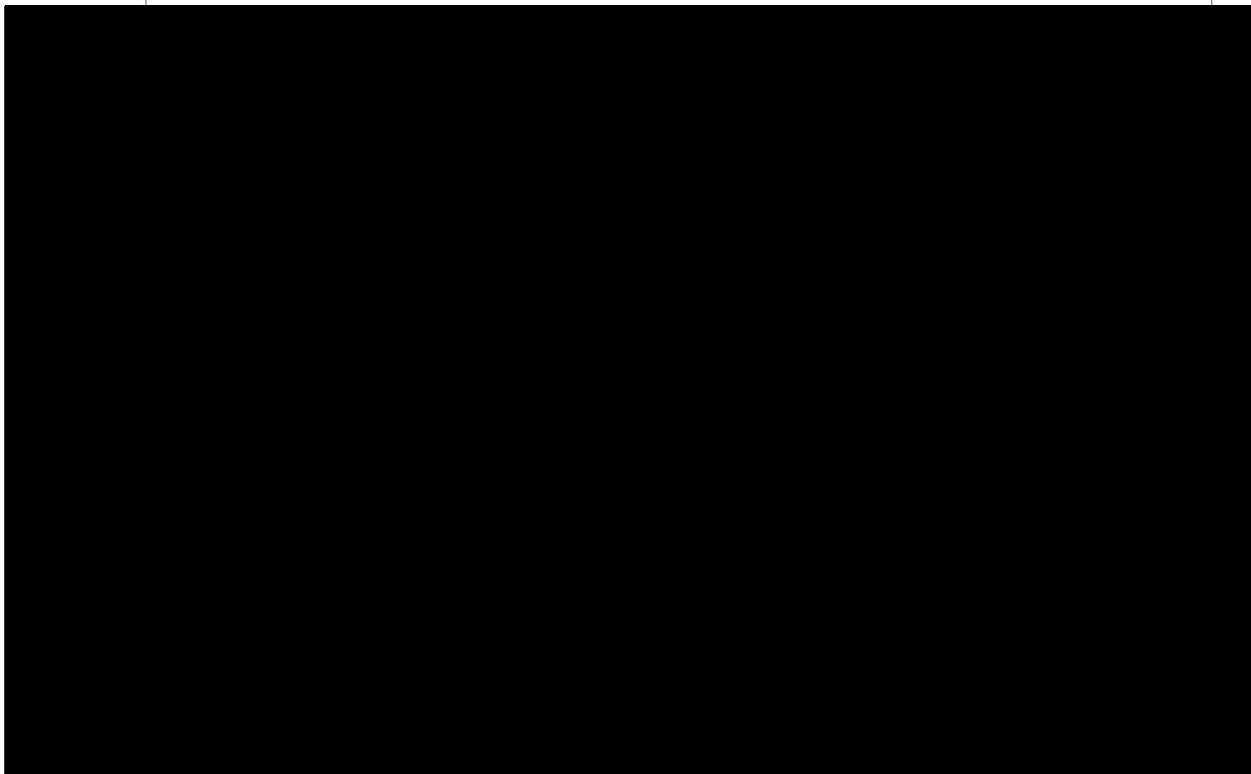
Brand of smartphone replaced



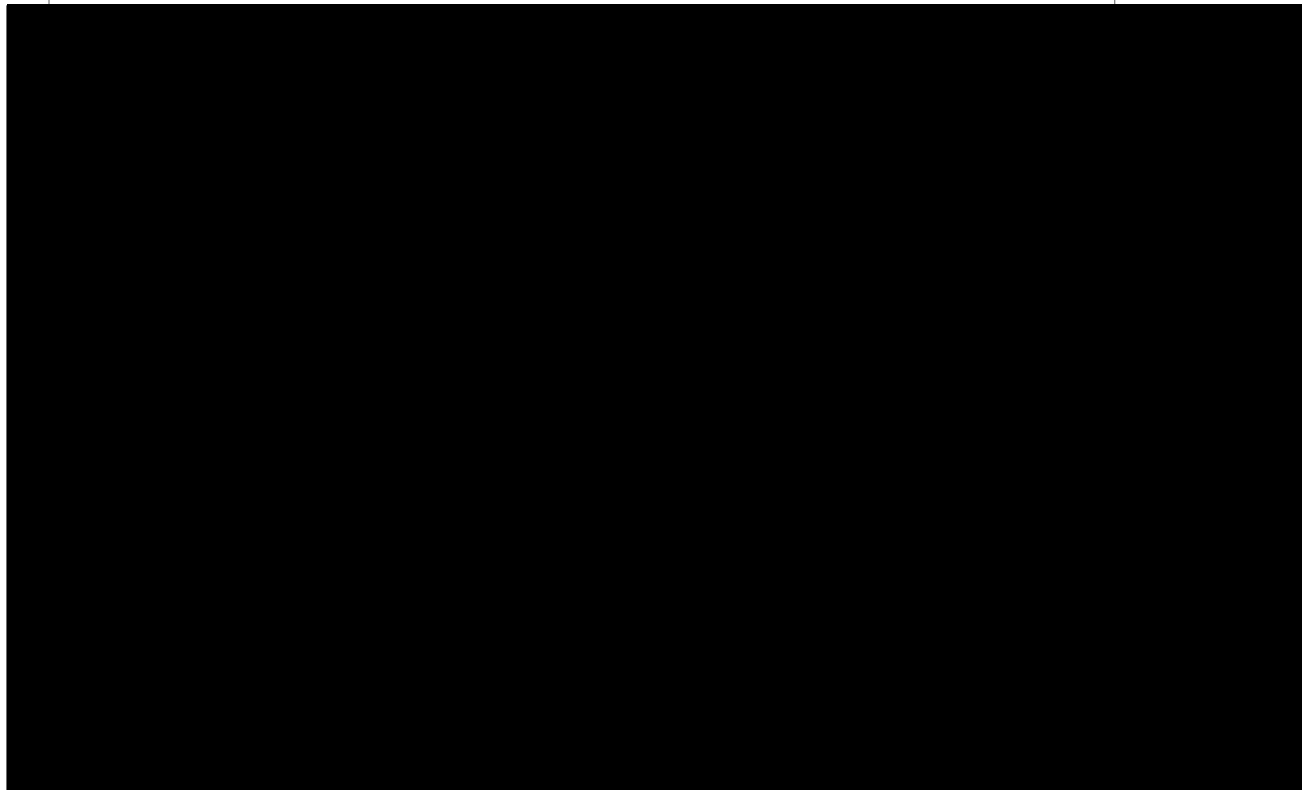
Brand of smartphone replaced (among Flagship models)



Type of additional phone (among those who own another phone)



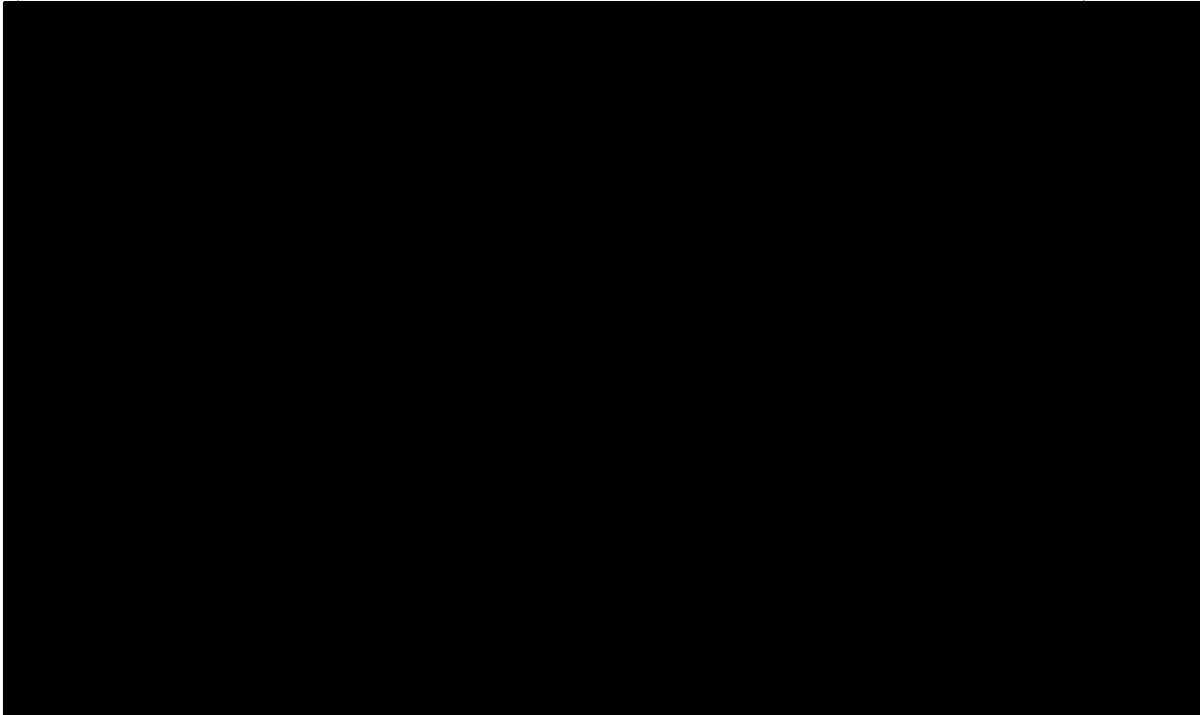
Type of additional phone (among those who own another phone) (among Flagship models)



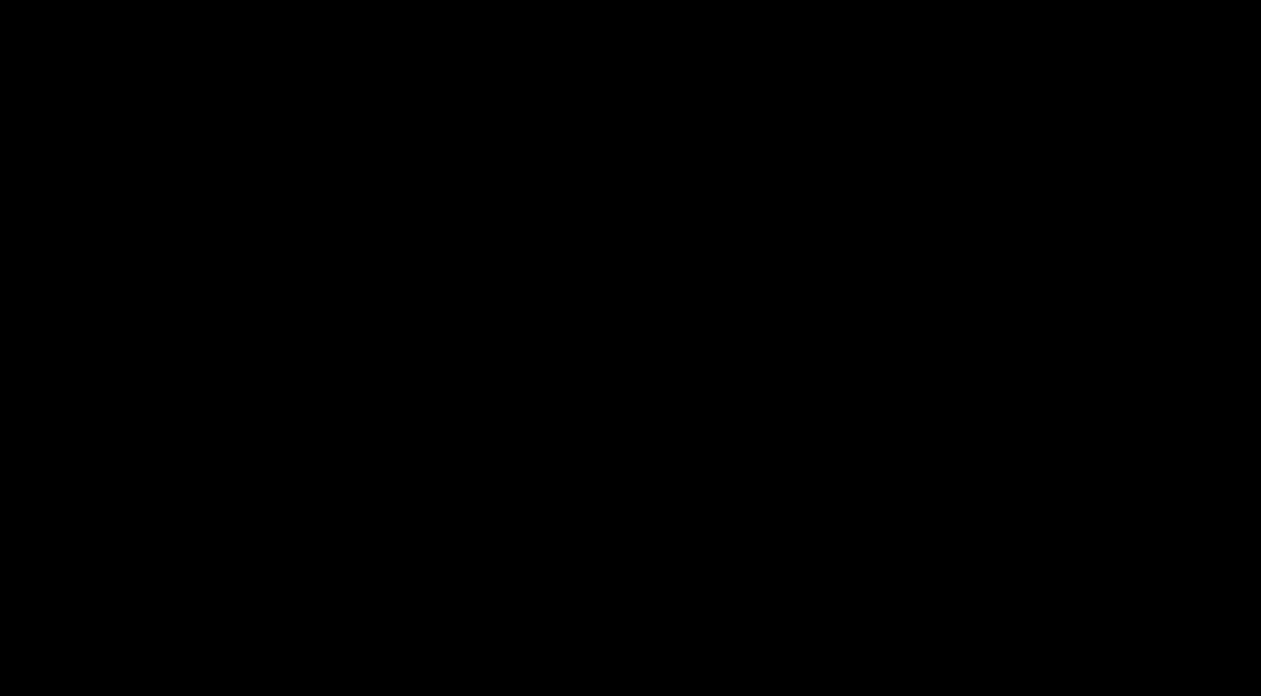
iPhone model replaced

APPLE CONFIDENTIAL 138

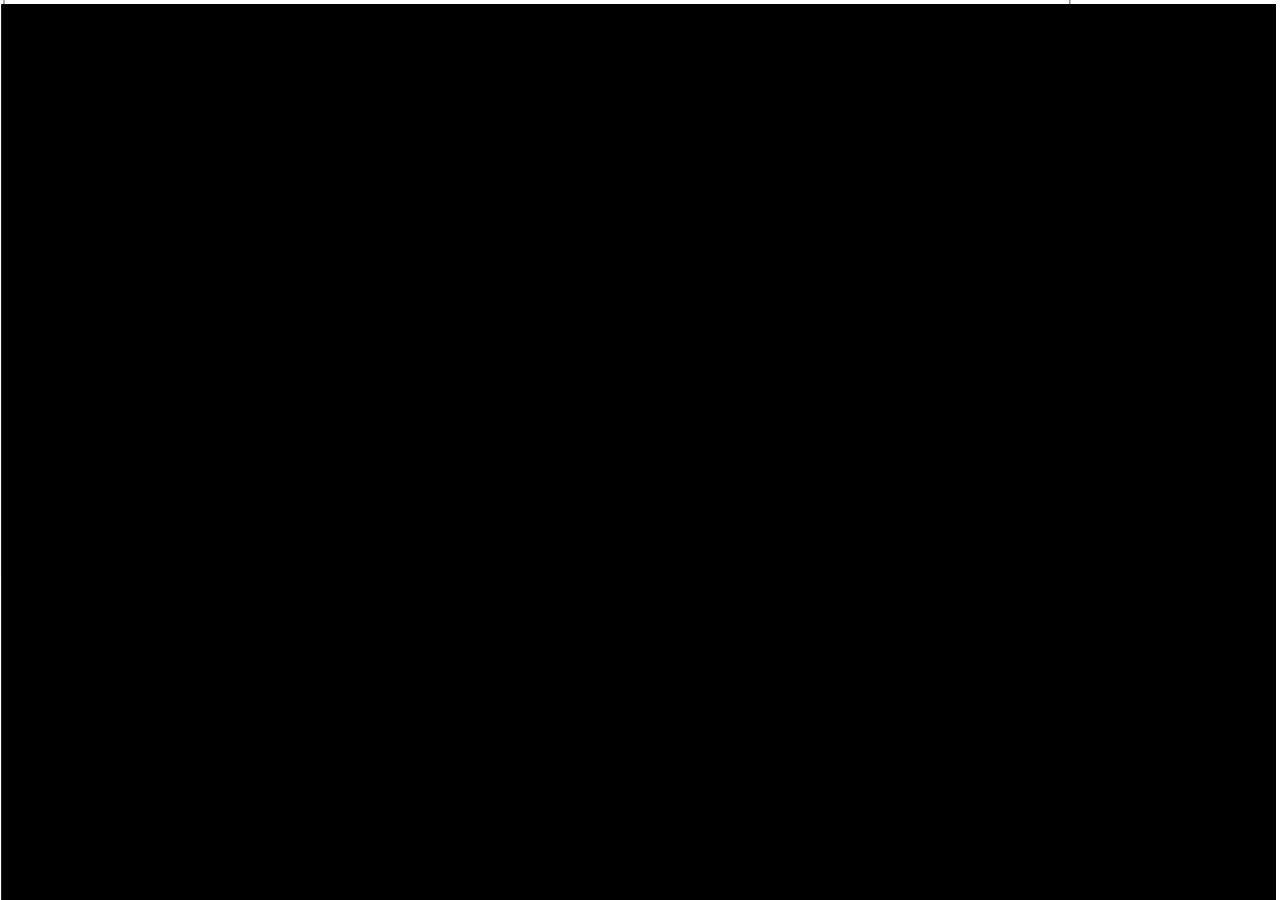
iPhone model replaced (among those who replaced an iPhone)



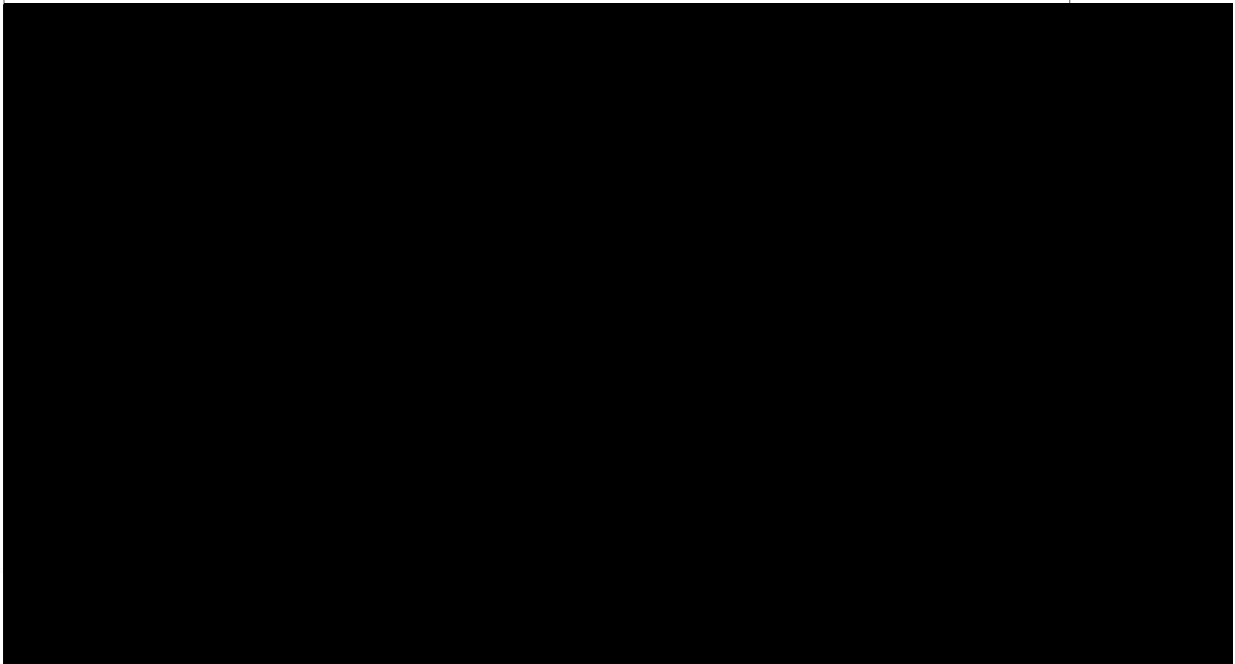
iPhone model replaced (among those who replaced an iPhone): N-1 gen (net)



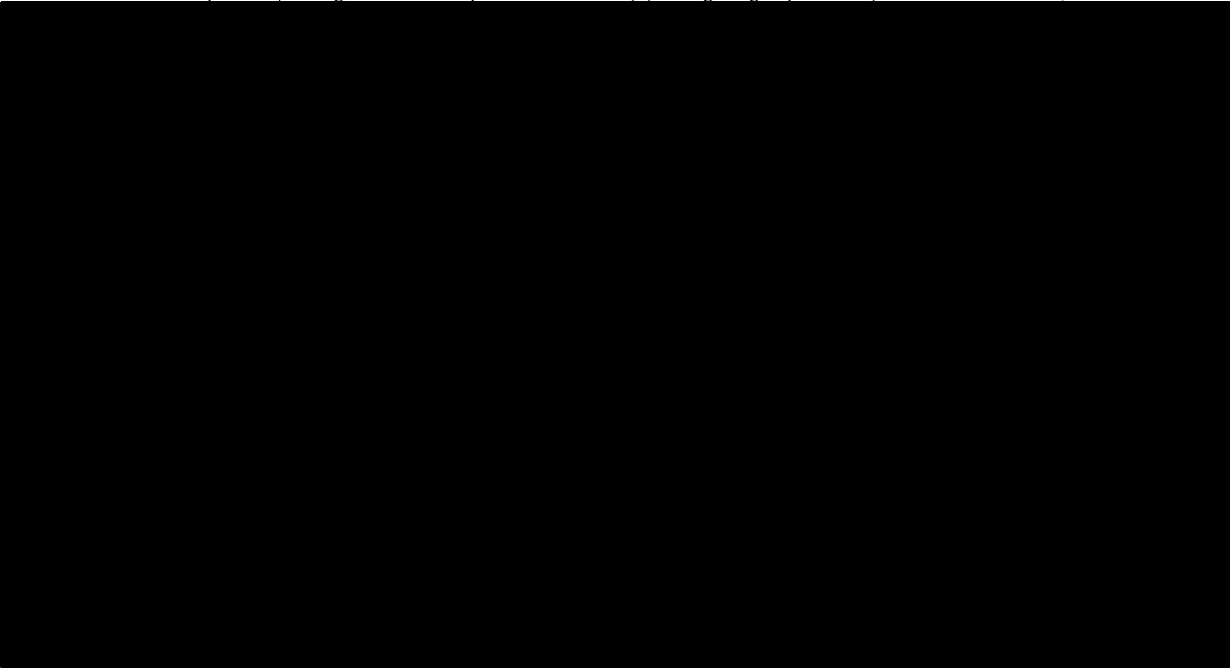
iPhone model replaced (among those who replaced an iPhone): N-2 gen (net)



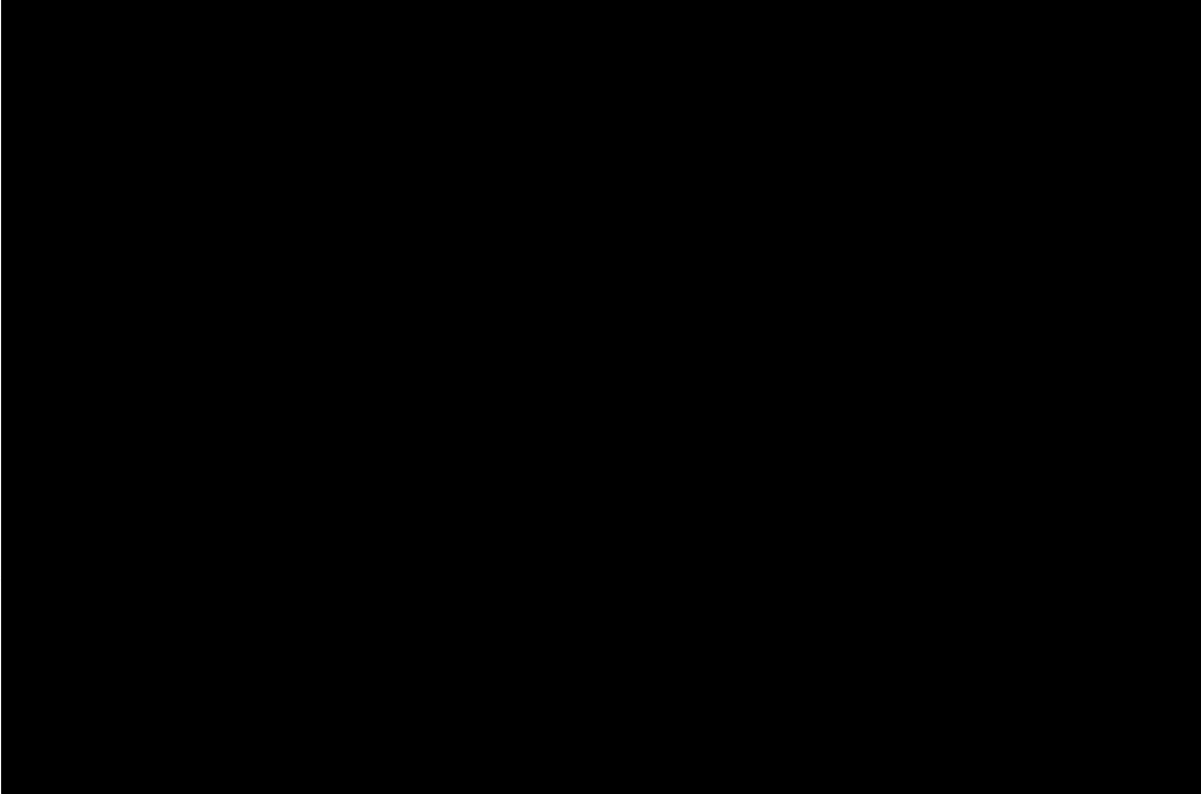
iPhone model replaced (among those who replaced an iPhone): N-3+ gen (net)



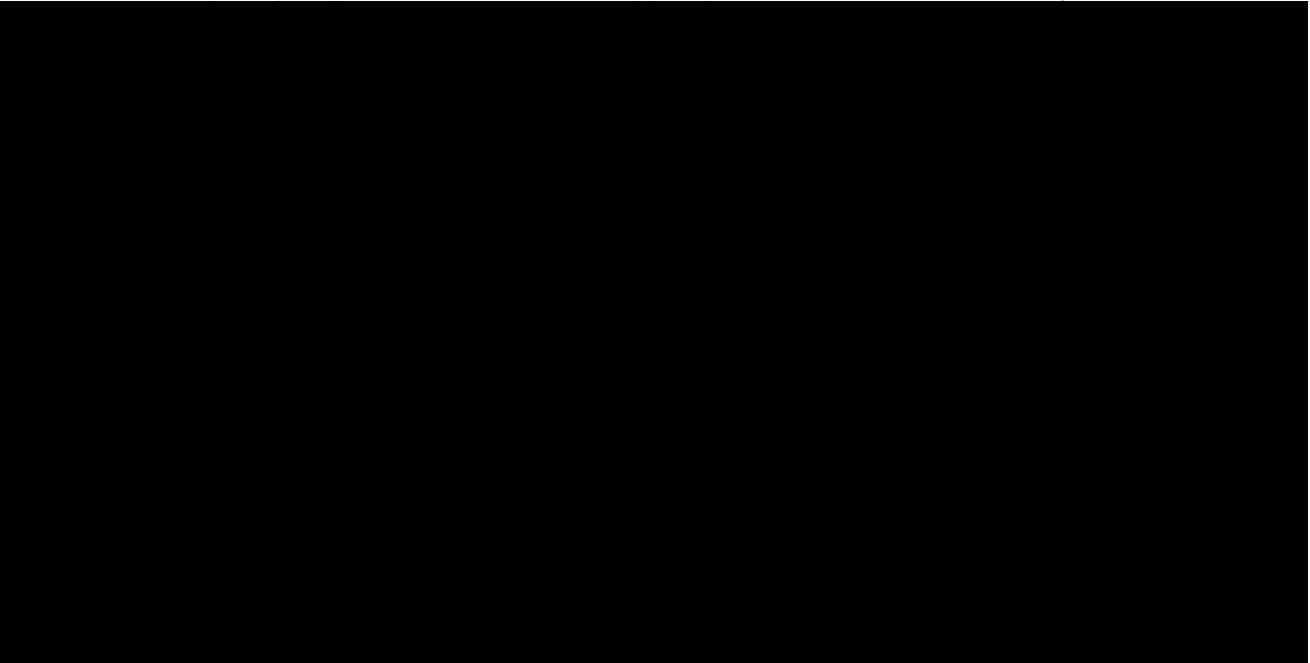
iPhone model replaced (among those who replaced an iPhone) (among Flagship models)



iPhone model replaced (among those who replaced an iPhone) (among iPhone 11)



iPhone model replaced (among those who replaced an iPhone) (among iPhone 11 Pro)



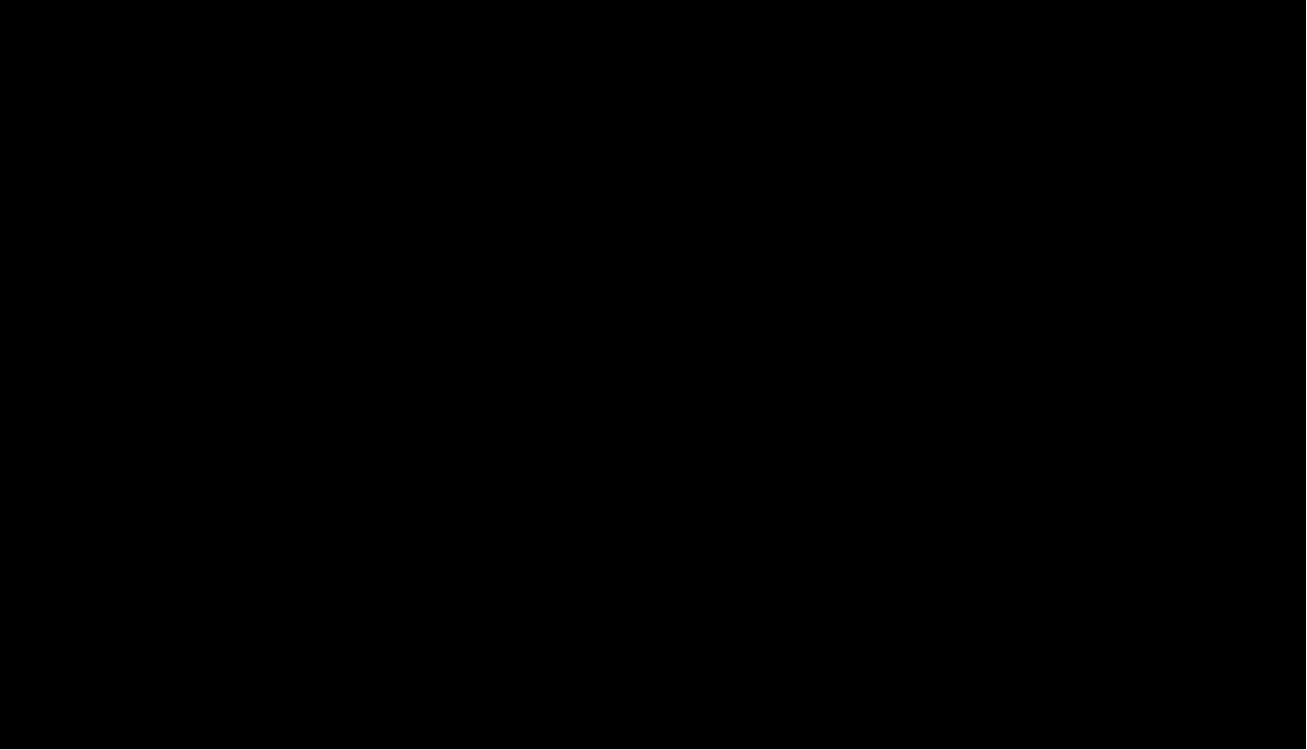
iPhone model replaced (among those who replaced an iPhone) (among iPhone 11 Pro Max)



Length of ownership (replaced iPhone)

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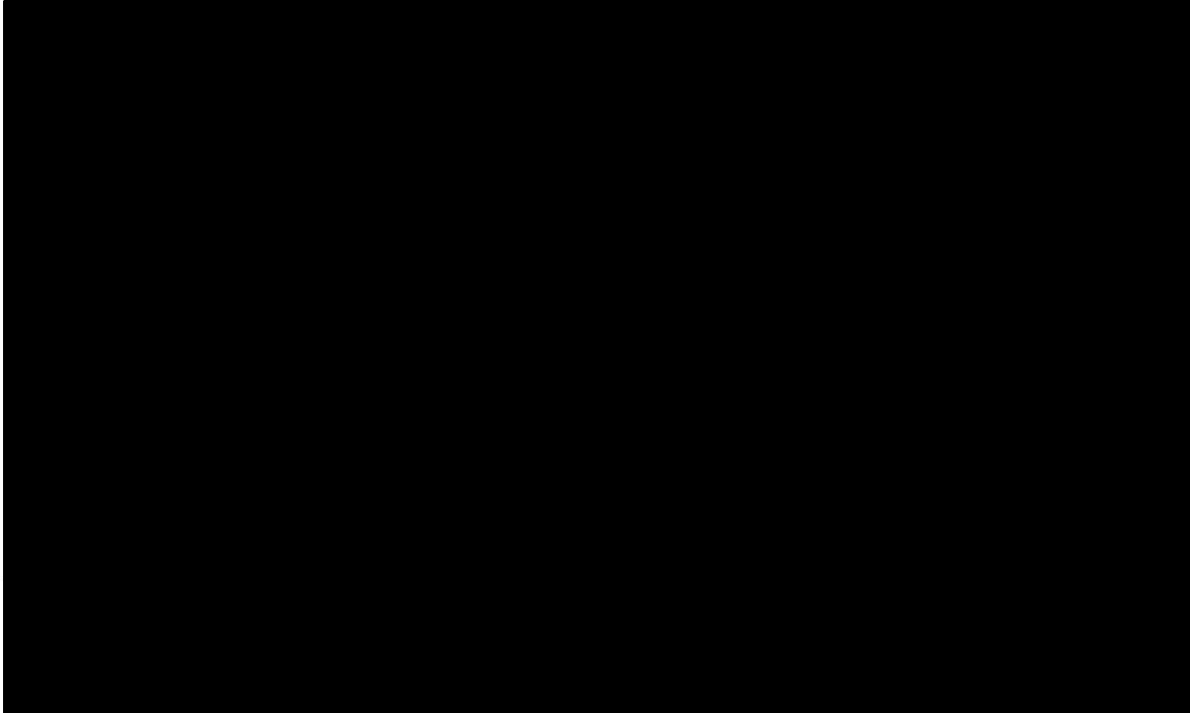
Length of ownership of replaced iPhone (among those who replaced an iPhone)



Length of ownership of replaced iPhone (among those who replaced an iPhone): 2+ years



Length of ownership of replaced iPhone (among those who replaced an iPhone) (among Flagship models)



Other Apple product ownership

APPLE CONFIDENTIAL 148

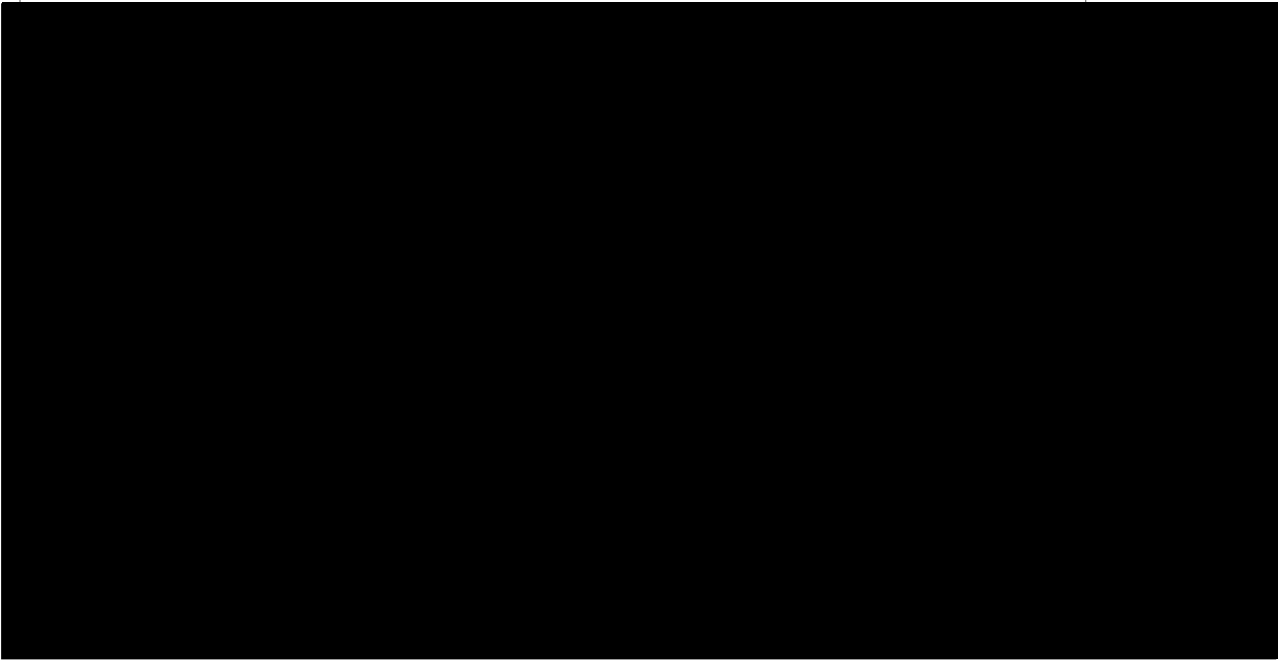
First Apple product



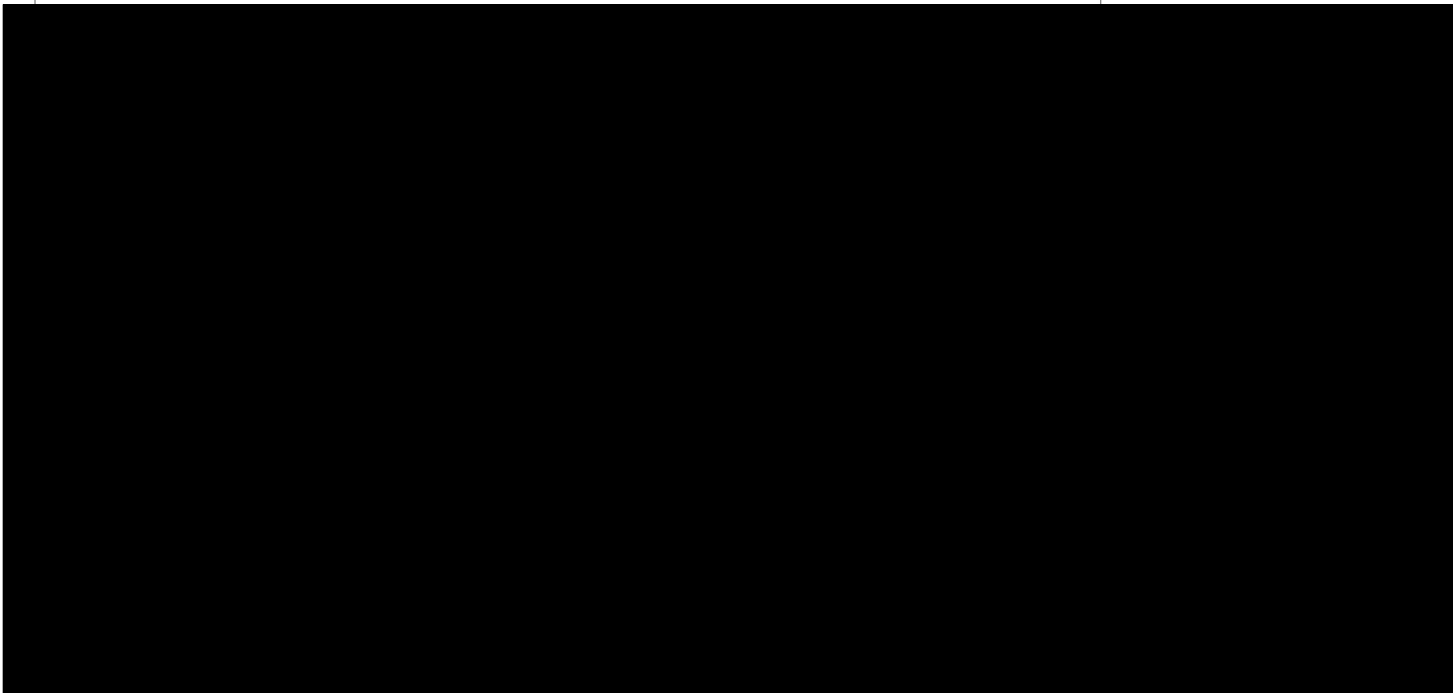
First Apple product



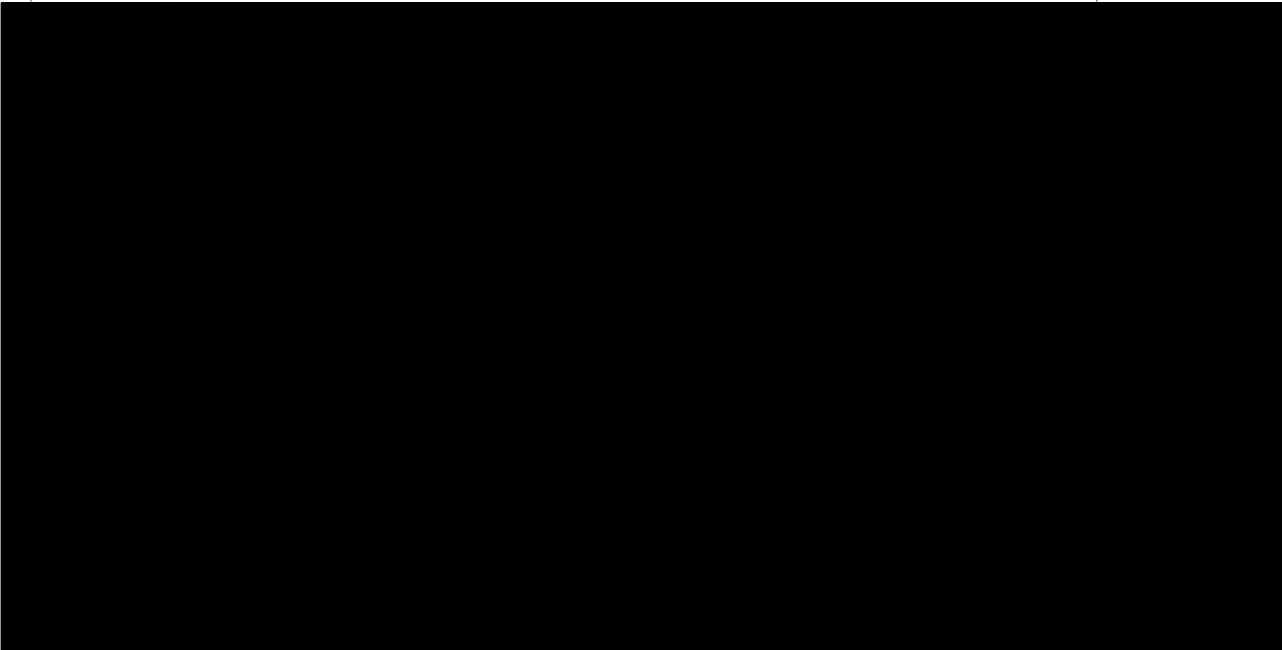
First Apple product (among Flagship models)



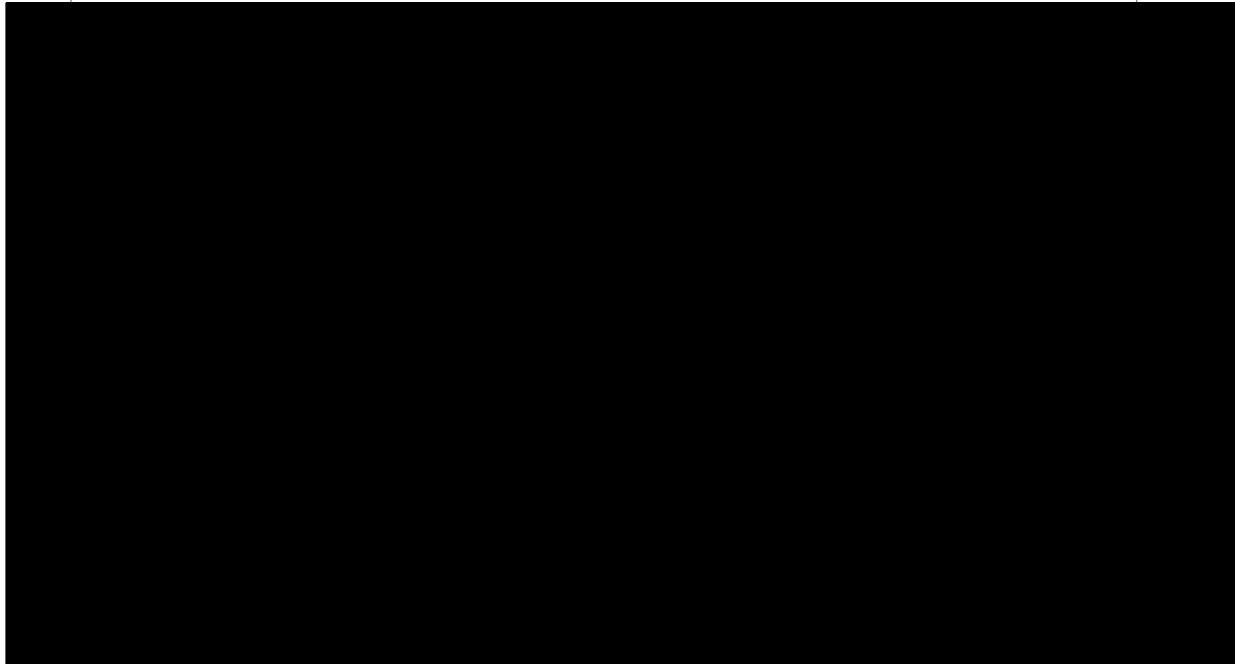
First Apple product by model



Other Apple products owned



Other Apple products owned (among Flagship models)



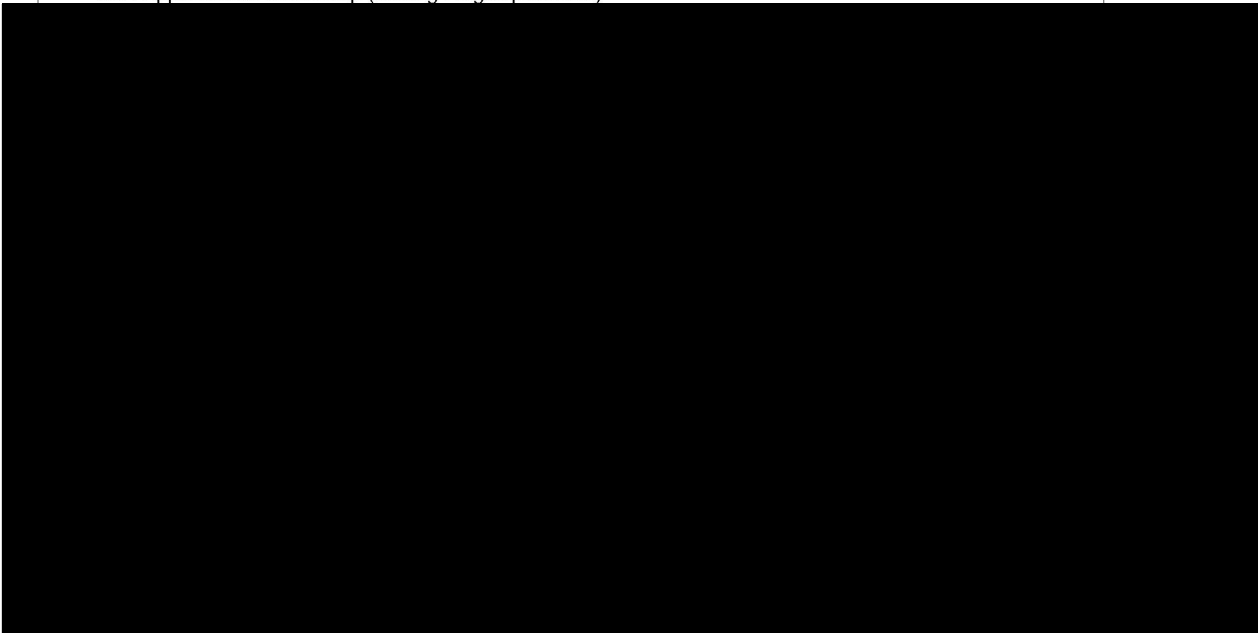
Non-Apple device ownership

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Non-Apple device ownership




Non-Apple device ownership (among Flagship models)




Satisfaction detailed results

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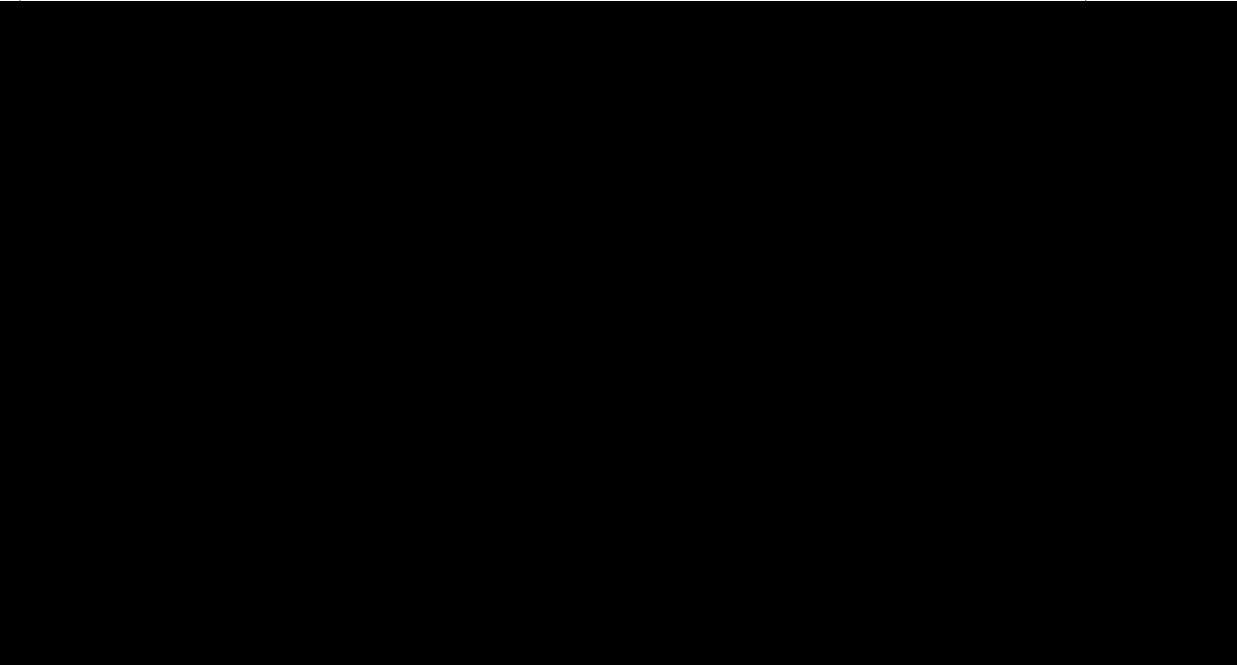
Overall satisfaction



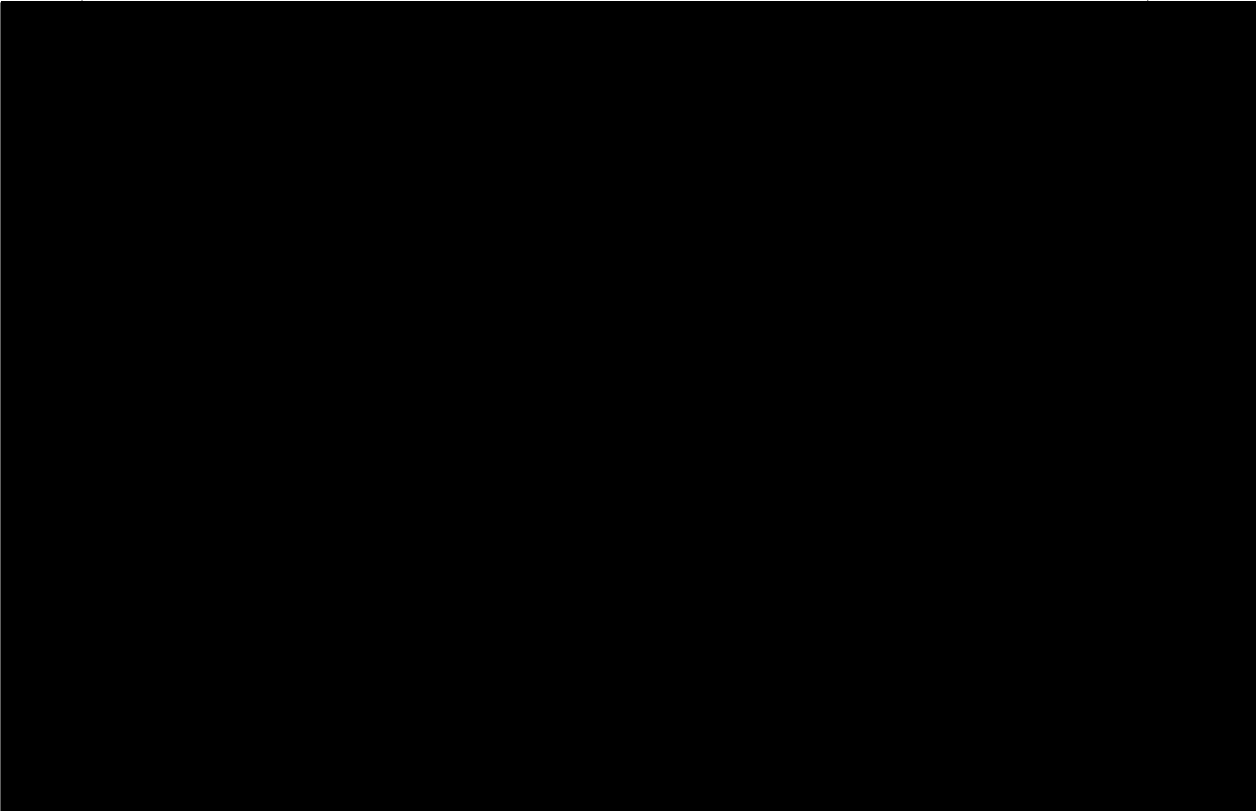
Overall satisfaction: Very or somewhat satisfied



Overall satisfaction: Very satisfied



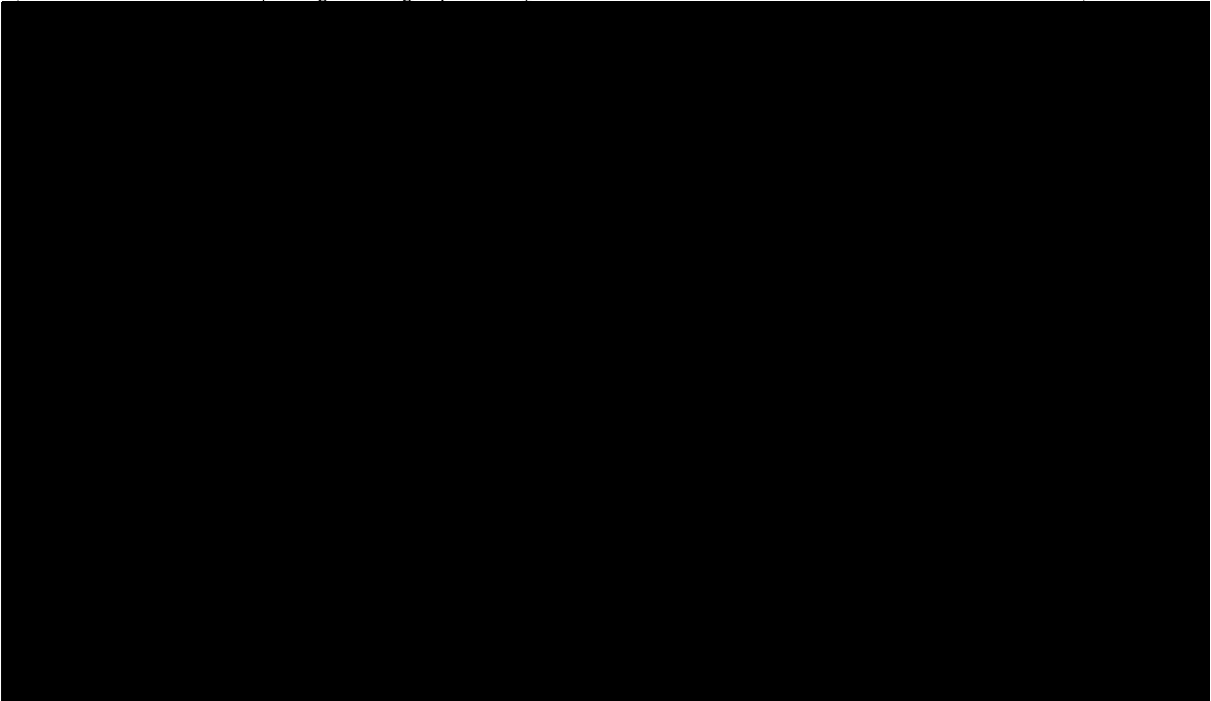
Overall satisfaction: Very satisfied, Somewhat satisfied



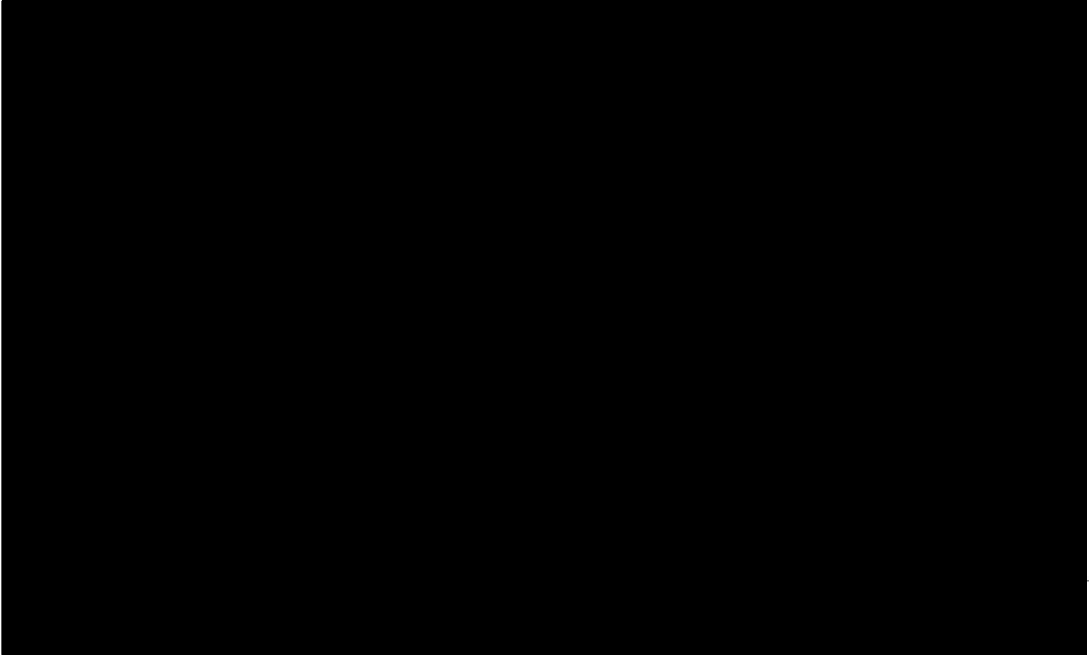
Overall satisfaction (among Flagship models)



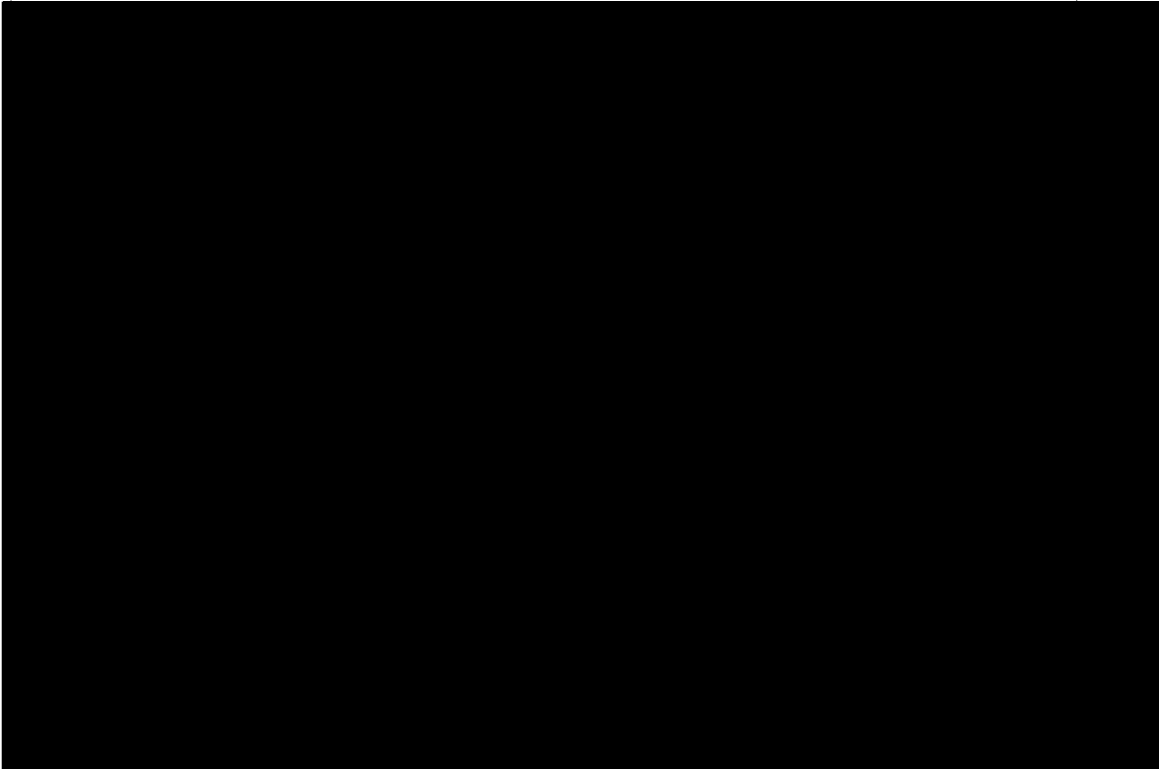
Overall satisfaction (among Non-flagship models)




Overall satisfaction (among iPhone 11)



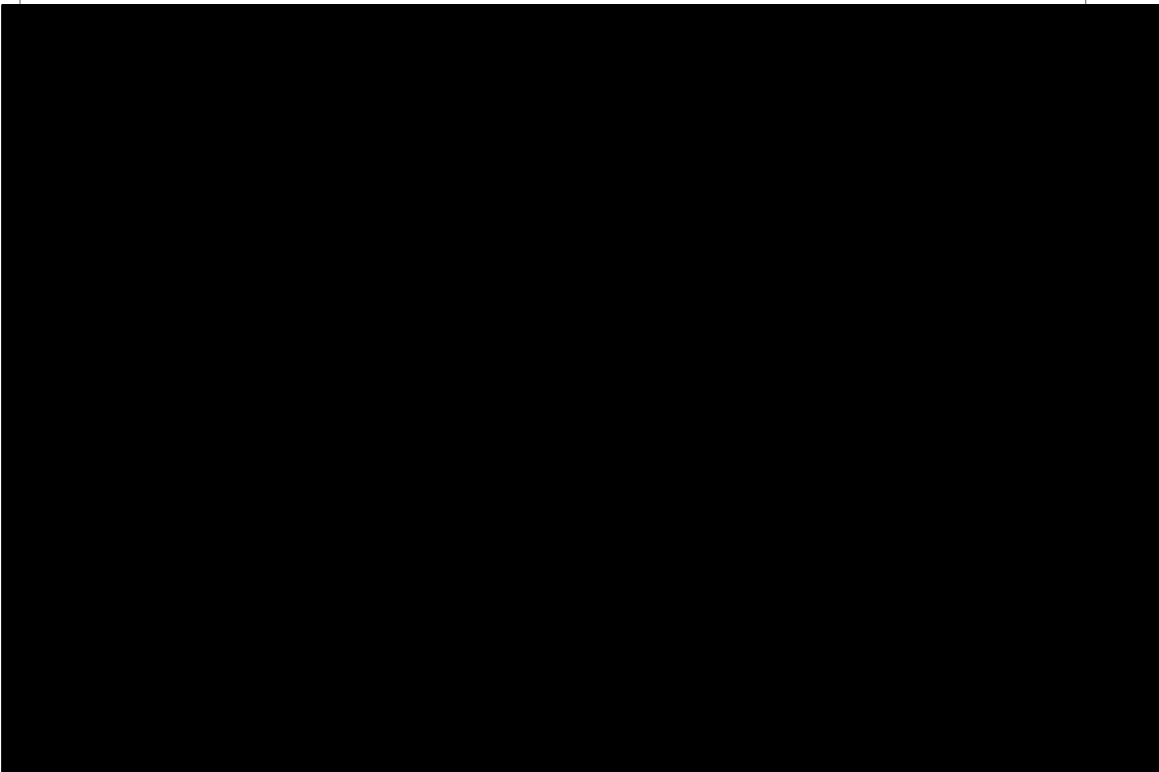
Overall satisfaction (among iPhone 11 Pro)



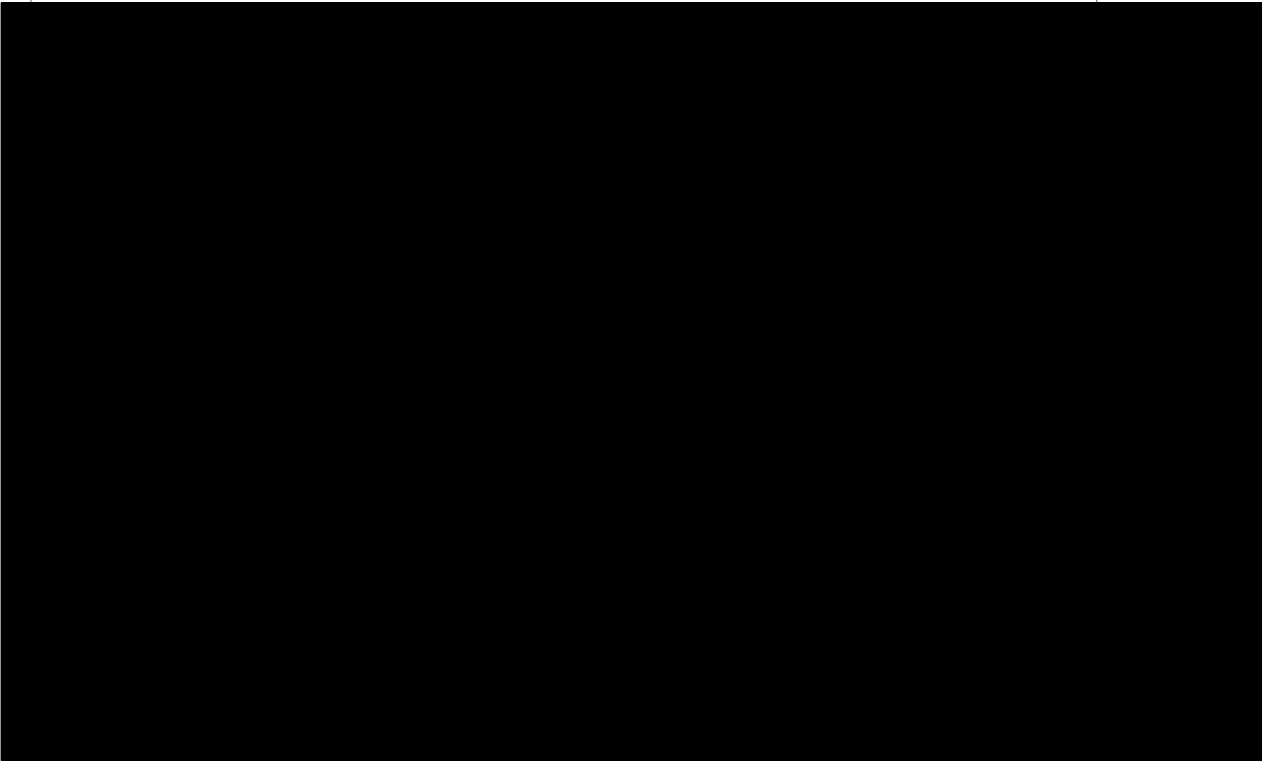
Overall satisfaction (among iPhone 11 Pro Max)



Overall satisfaction by model: Very satisfied, Somewhat satisfied



Overall satisfaction by model: Very satisfied



Flagship satisfaction by month acquired

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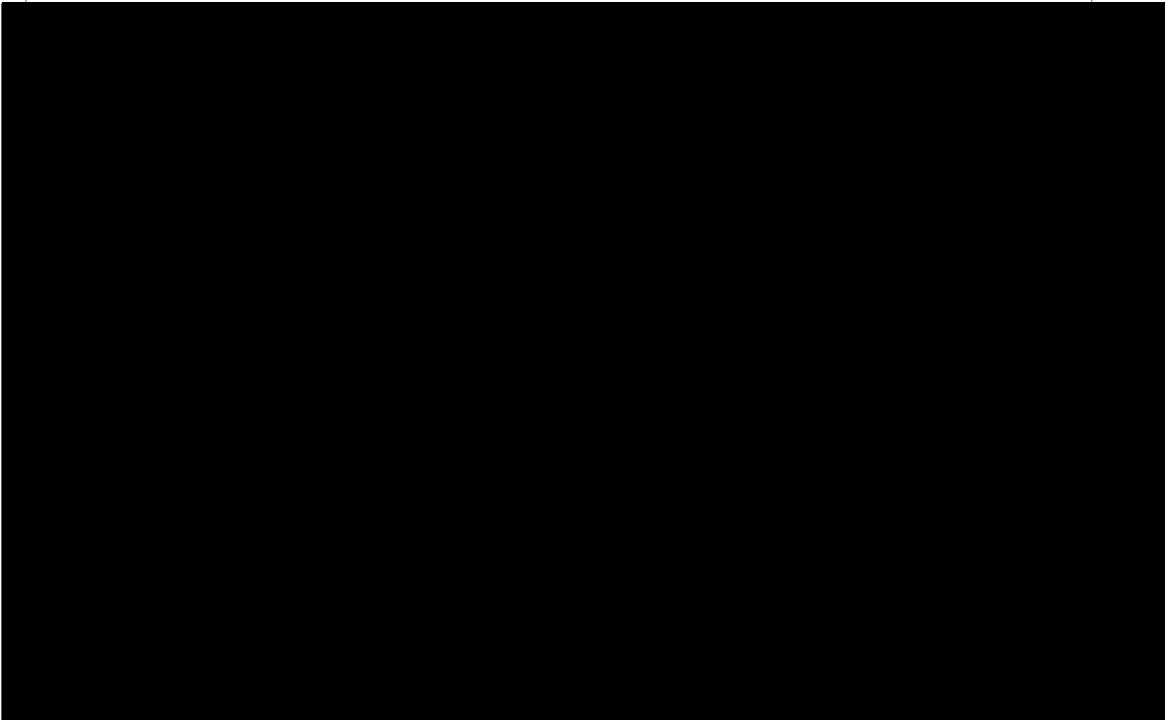
Overall satisfaction: Very satisfied, Somewhat satisfied (among iPhone 11)



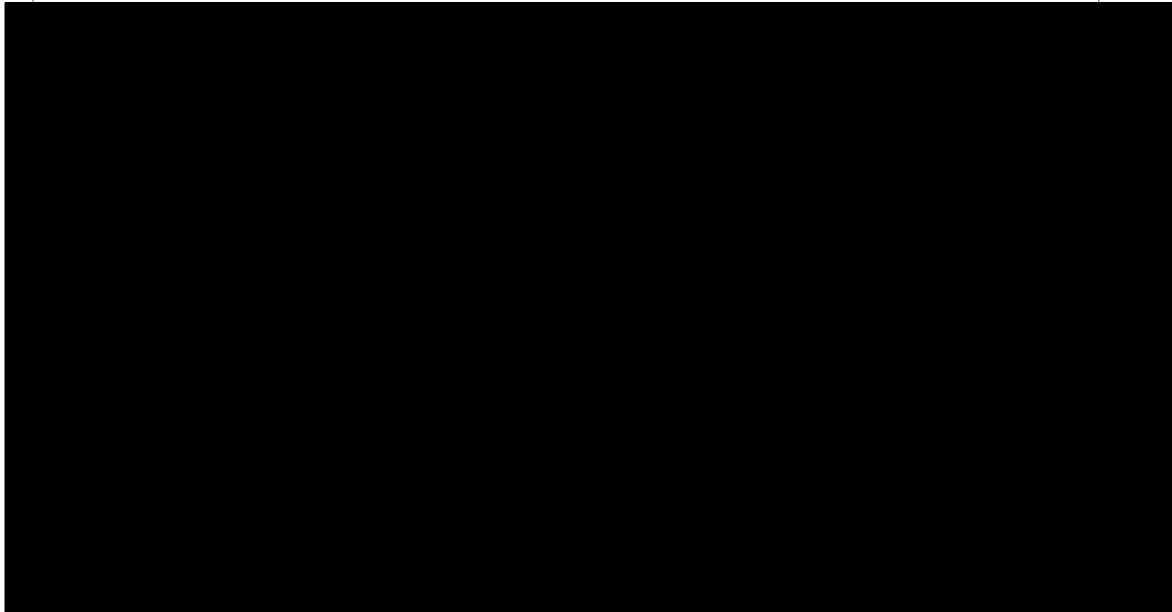
Overall satisfaction: Very satisfied, Somewhat satisfied (among iPhone 11 Pro)



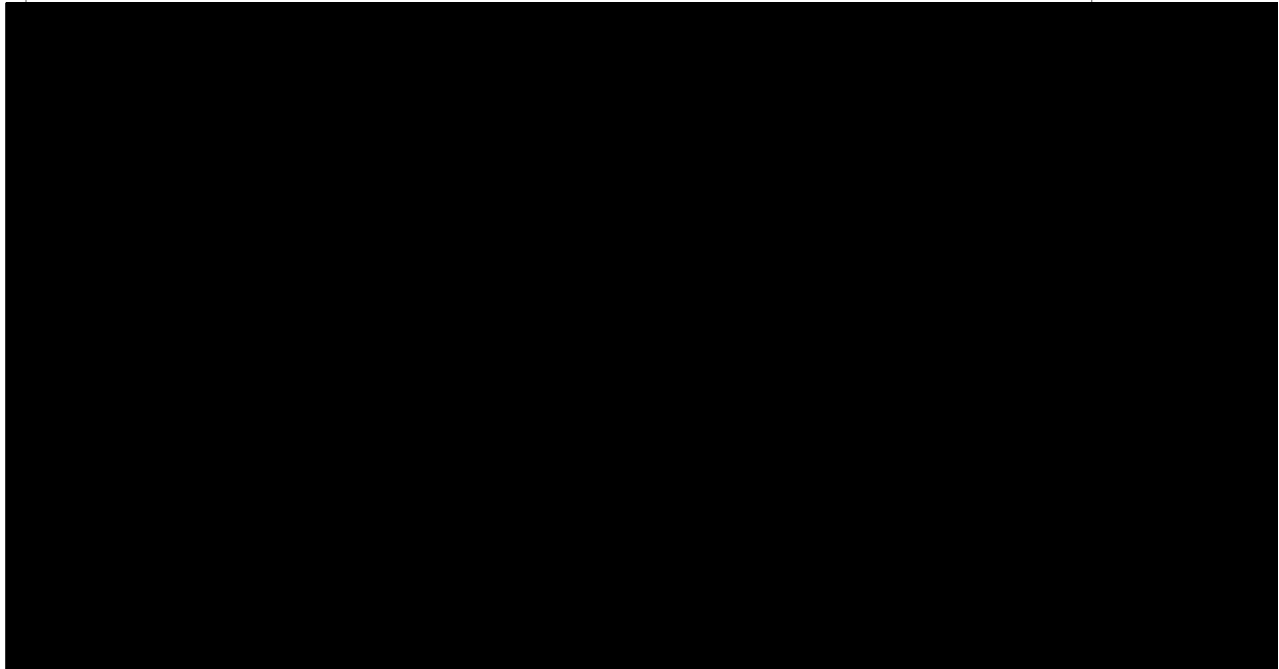
Overall satisfaction: Very satisfied, Somewhat satisfied (among iPhone 11 Pro Max)



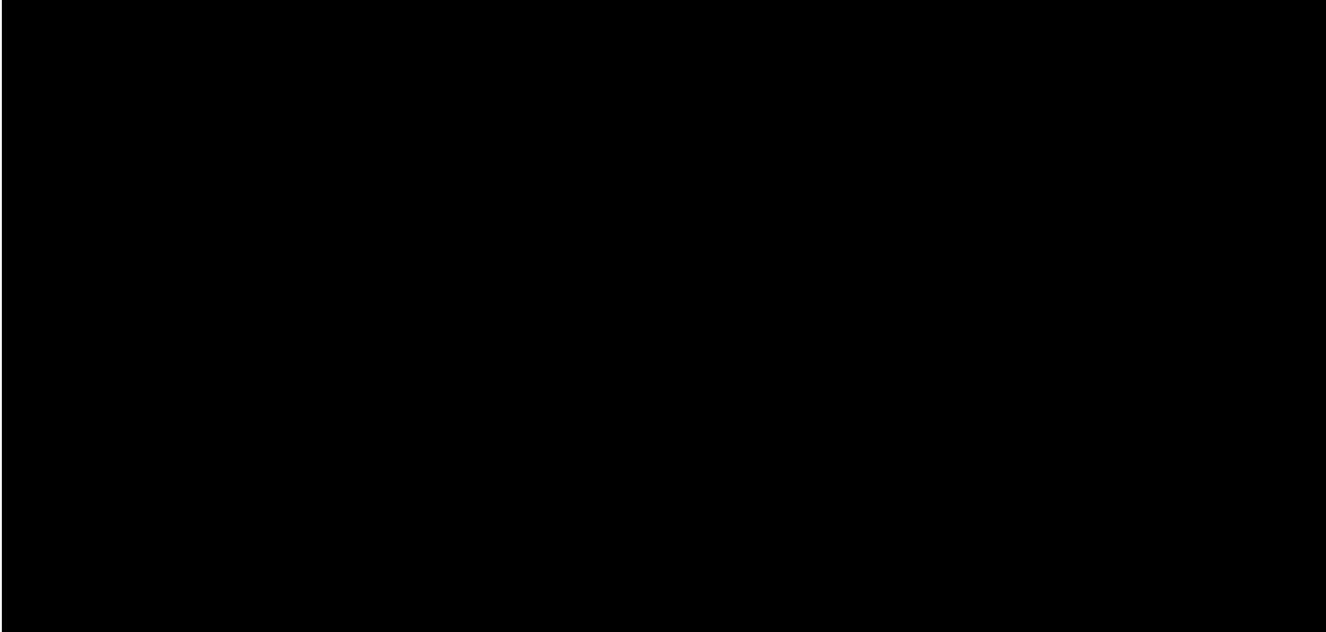
Overall satisfaction (among Flagship models)



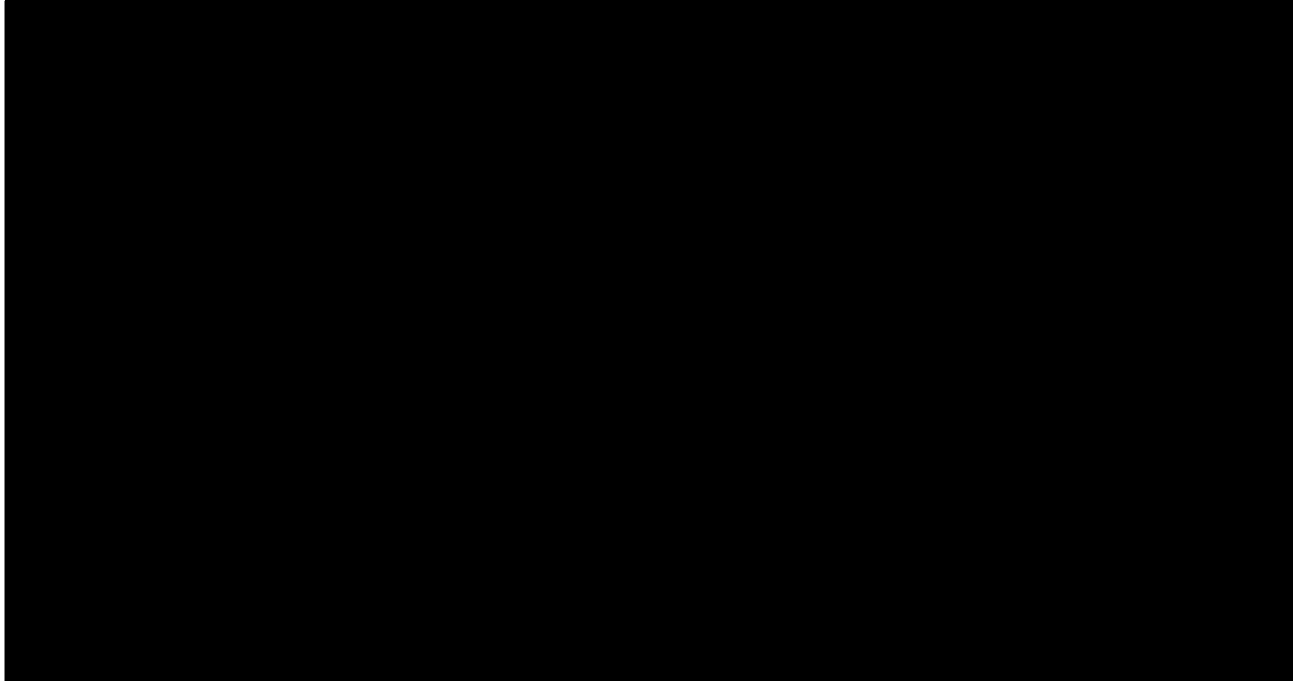
Overall satisfaction (among iPhone 11)



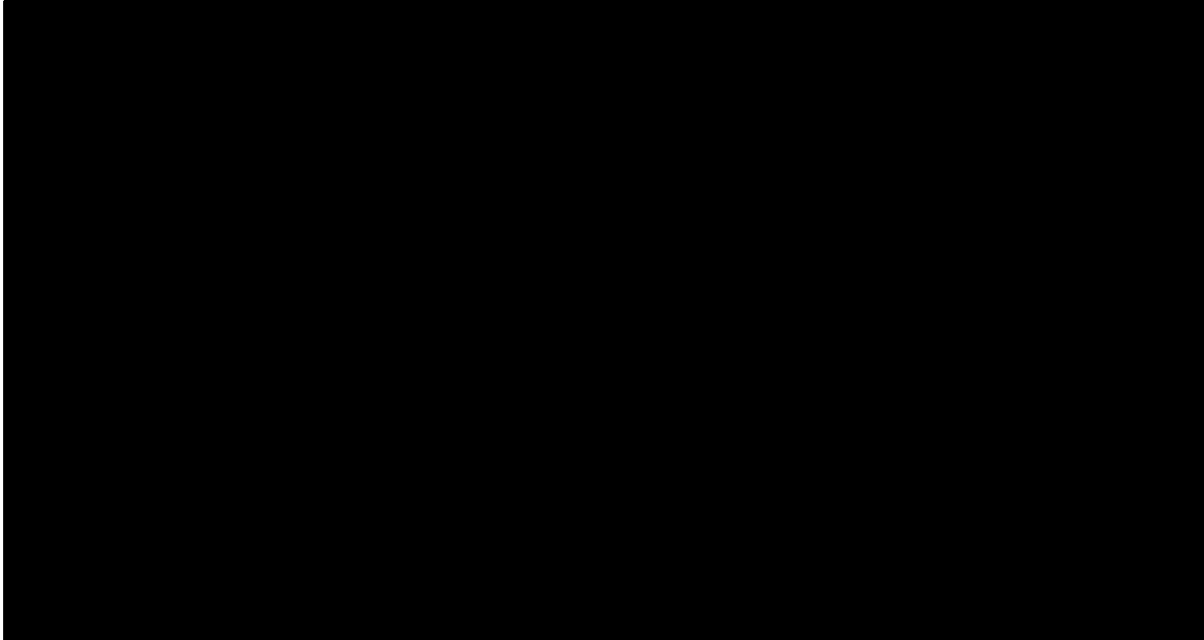
Overall satisfaction (among iPhone 11 Pro)



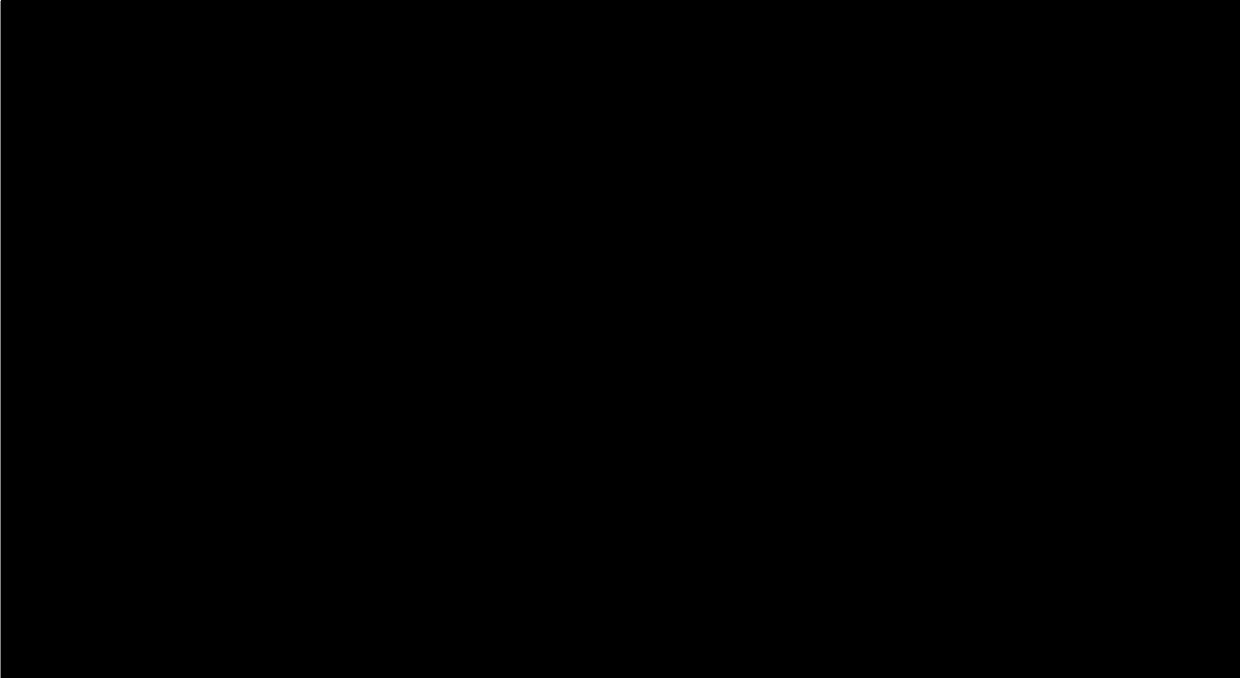
Overall satisfaction (among iPhone 11 Pro Max)



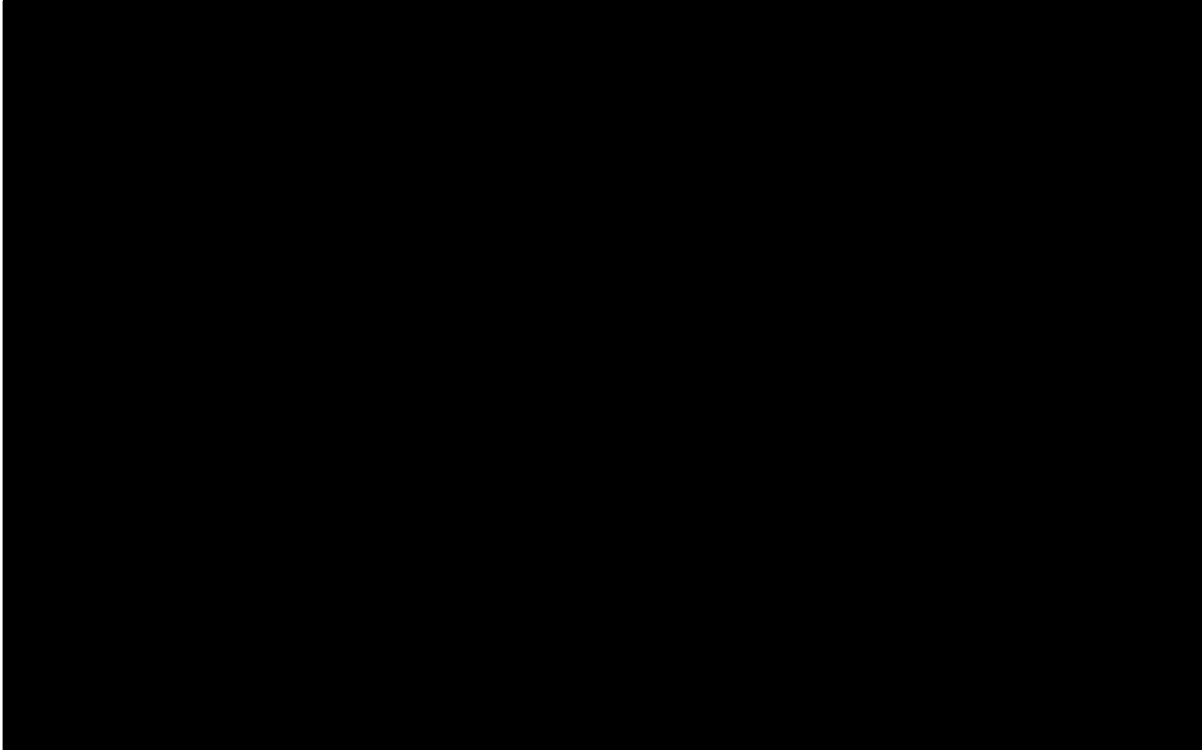
Overall satisfaction (among Flagship models)



Overall satisfaction (among iPhone 11)



Overall satisfaction (among iPhone 11 Pro)



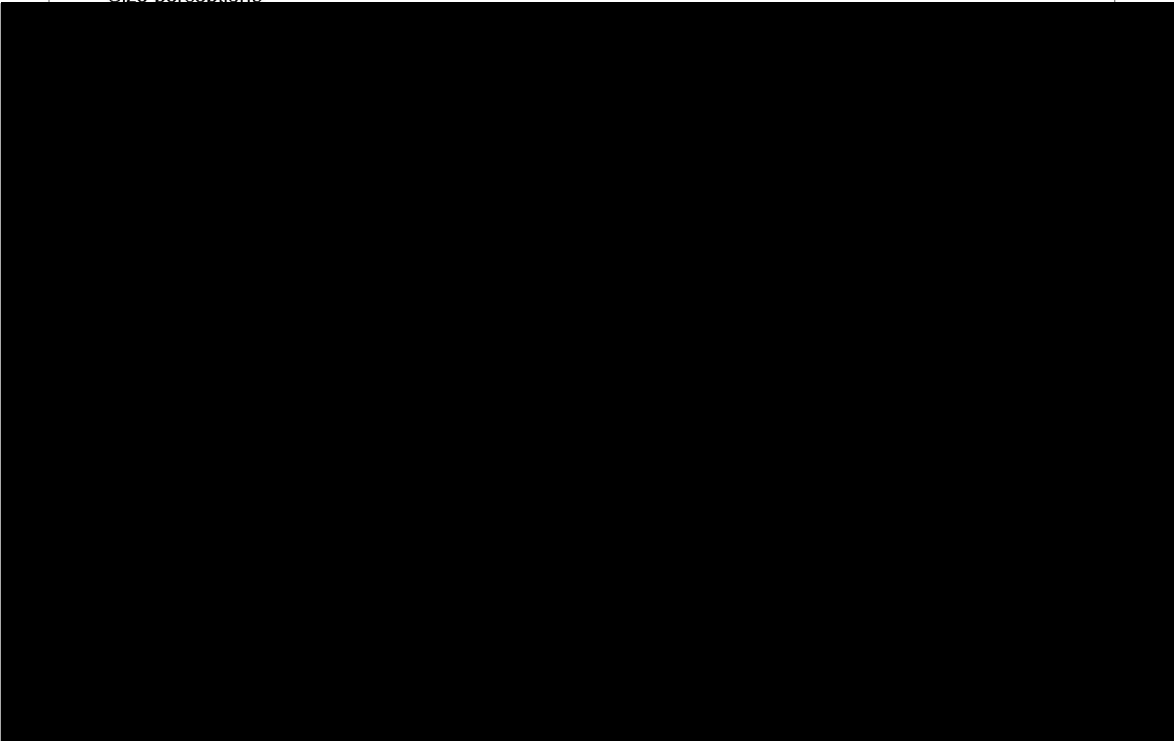
Overall satisfaction (among iPhone 11 Pro Max)



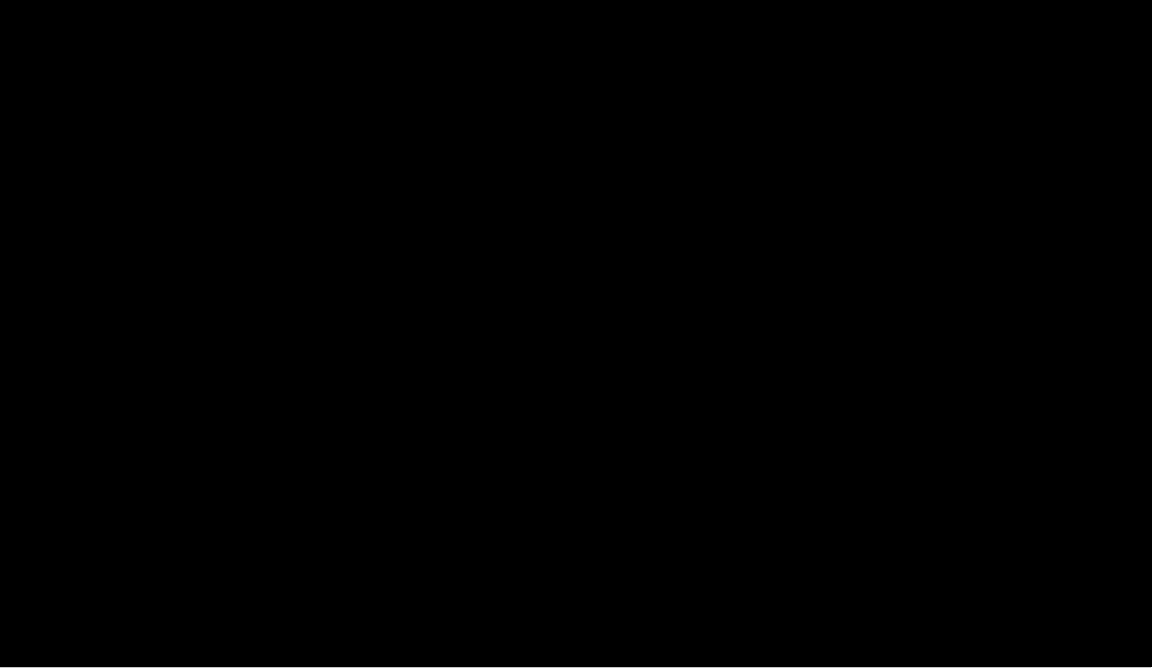
Size perceptions

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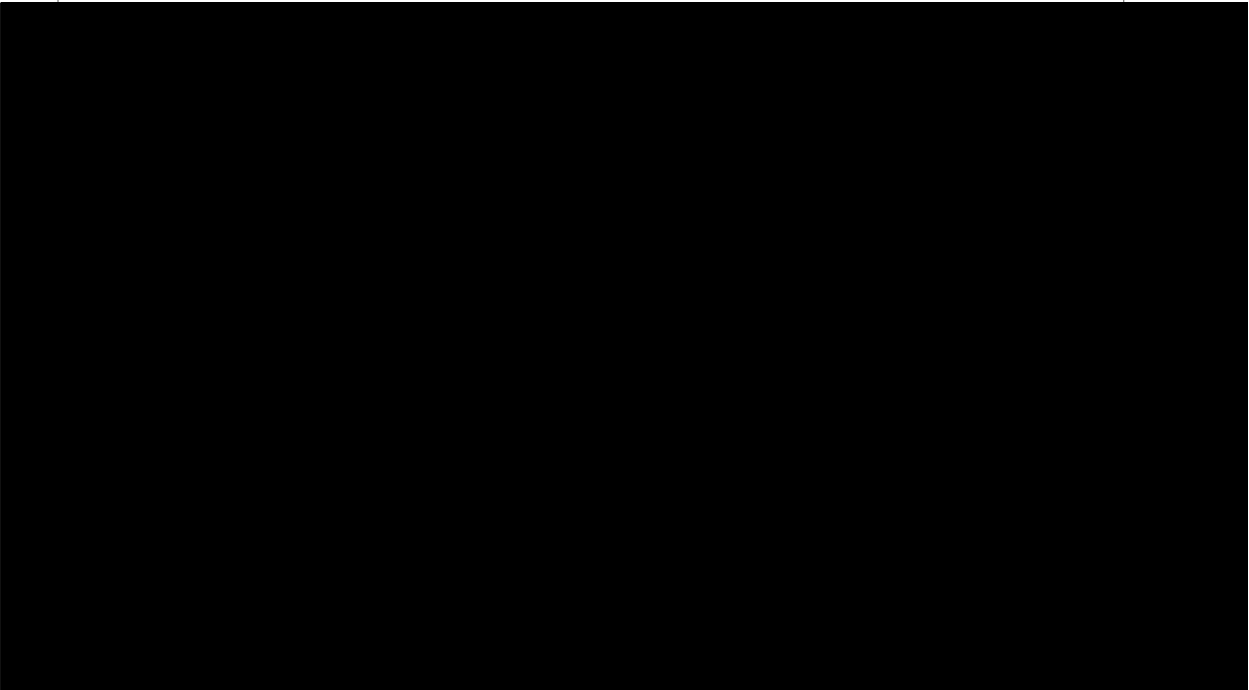
Size perceptions



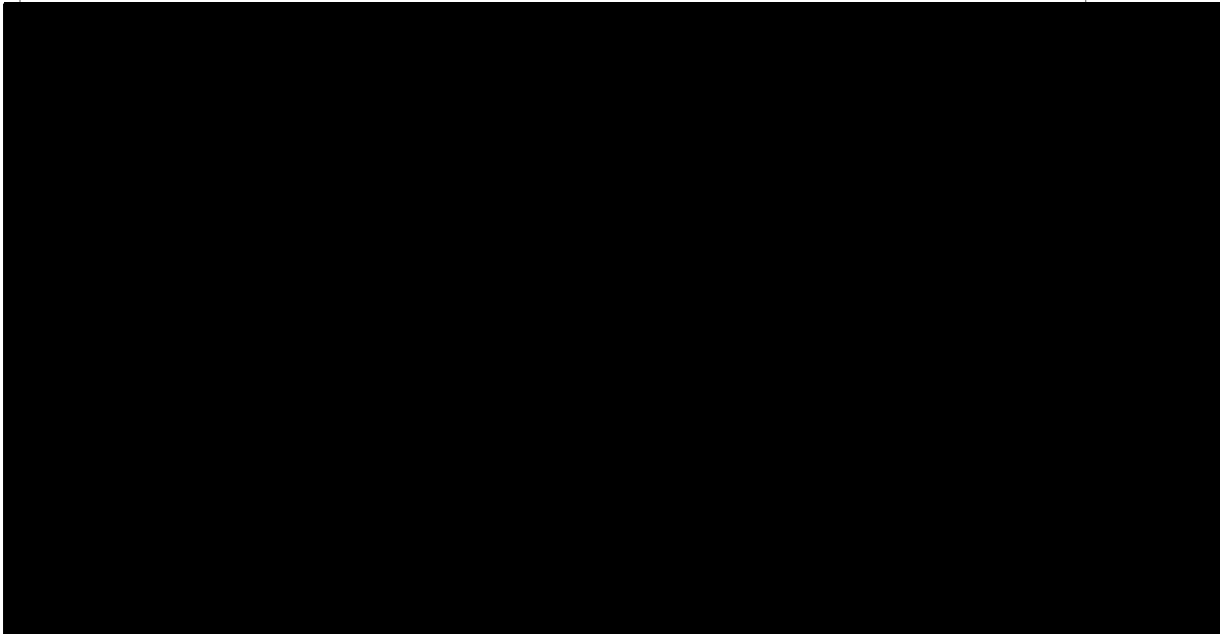
Size perceptions: Just about right



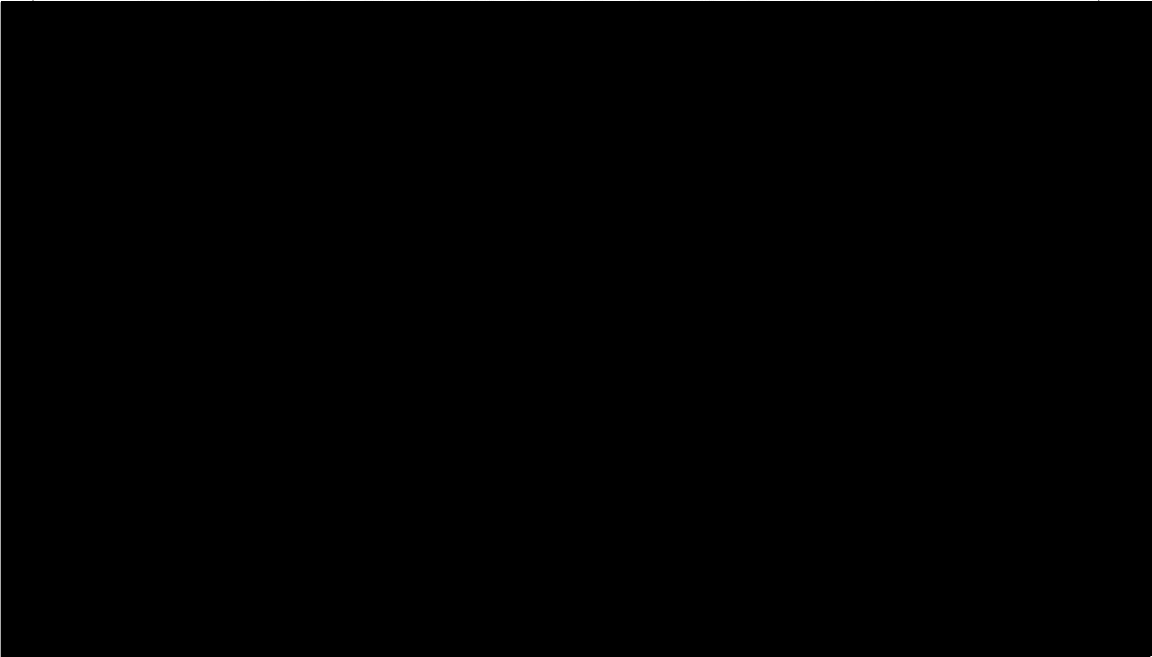
Size perceptions: Somewhat big, Way too big



Size perceptions (among Flagship models)



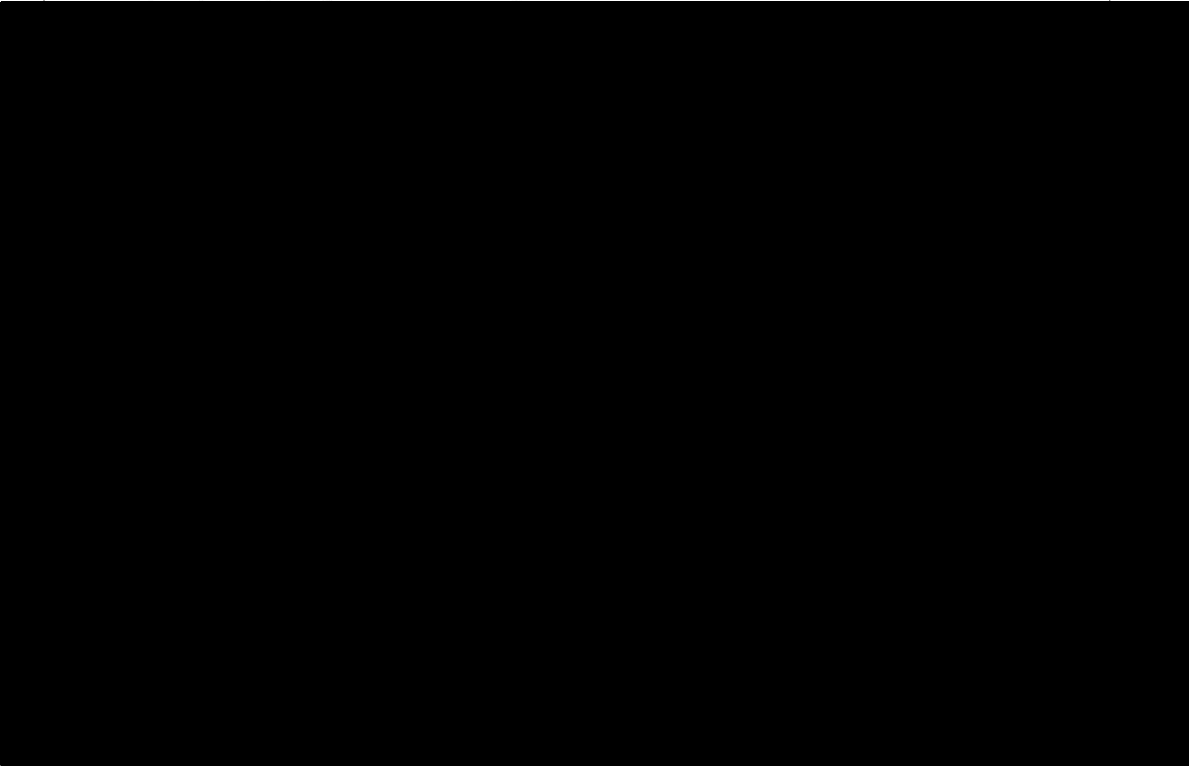
Size perceptions (among iPhone 11)



Size perceptions (among iPhone 11 Pro)



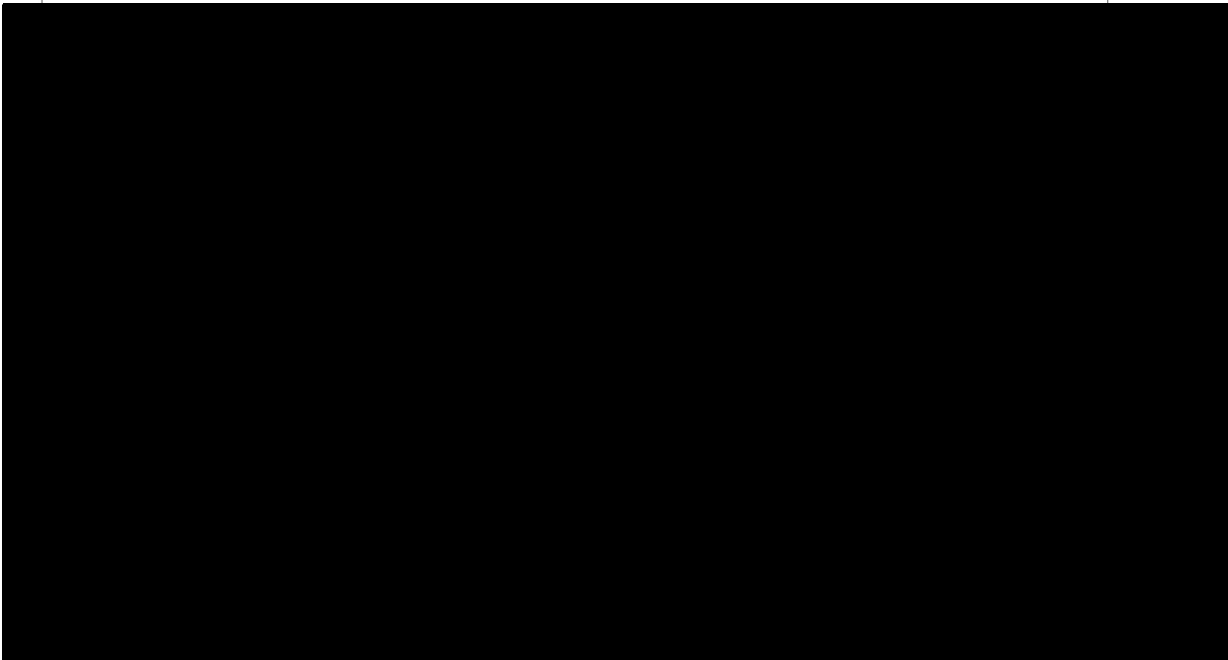
Size perceptions (among iPhone 11 Pro Max)



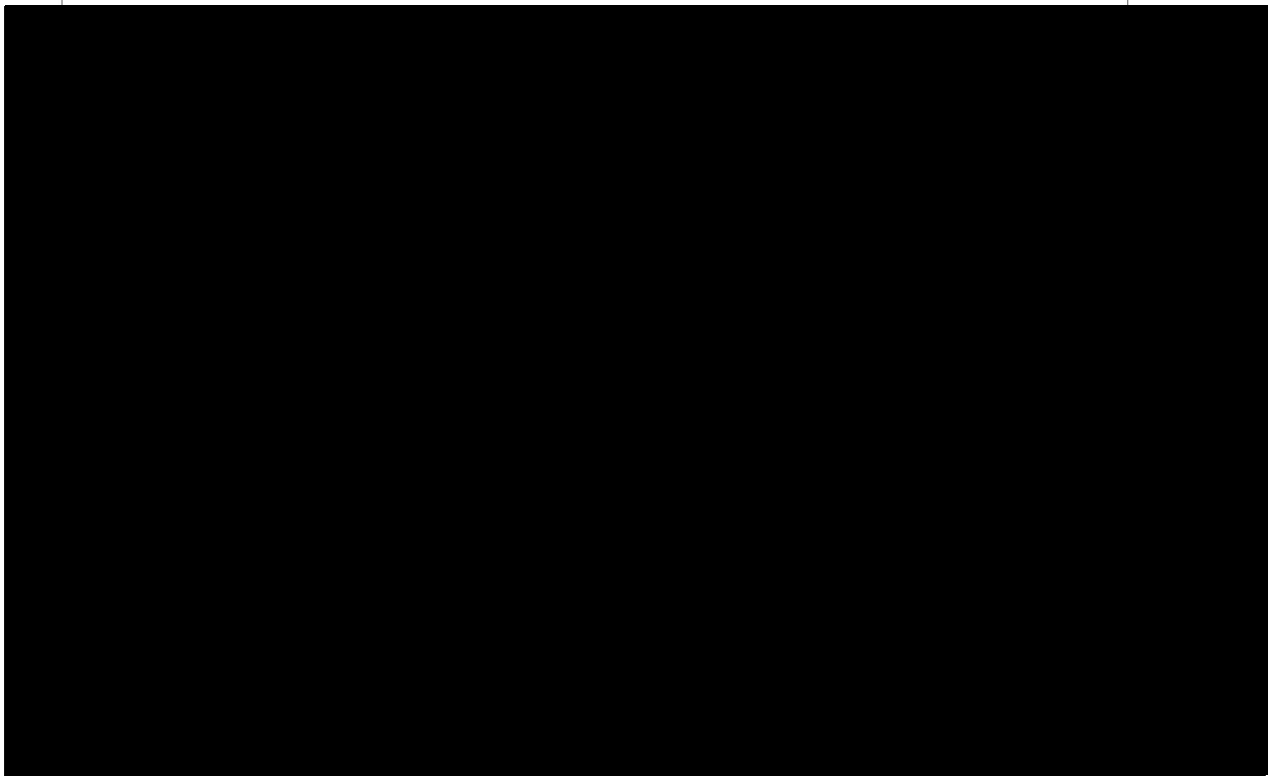
Size perceptions by screen size acquired

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Size perceptions by screen size acquired: Just about right



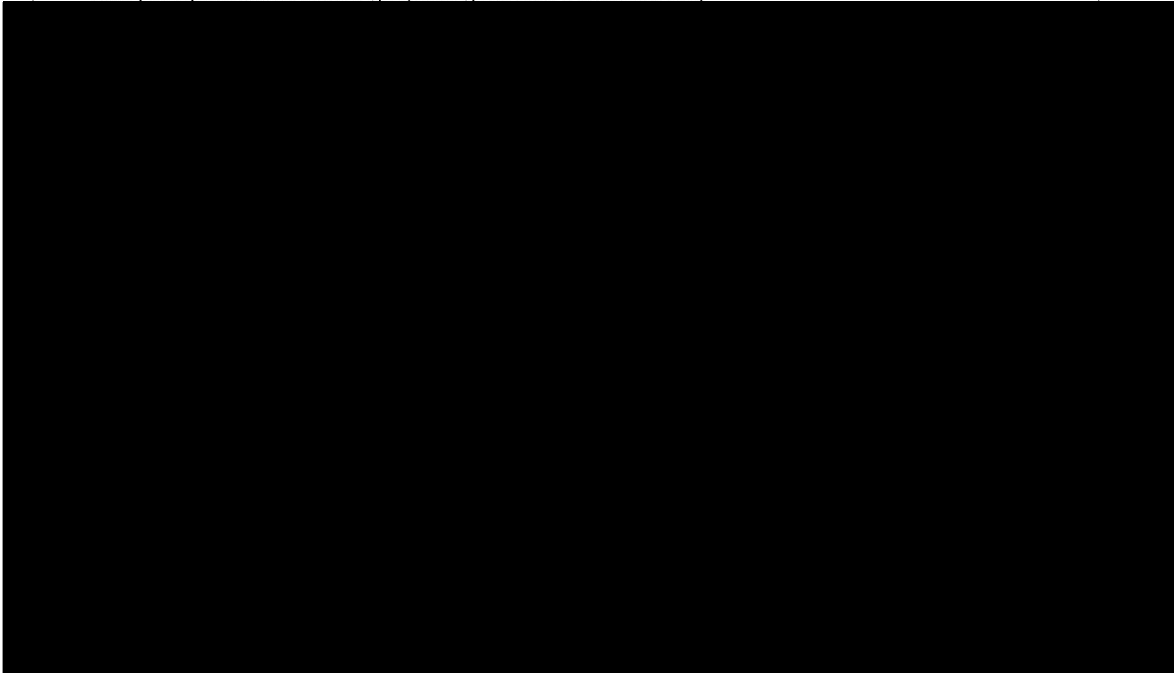
Size perceptions by screen size acquired: Somewhat big, Way too big



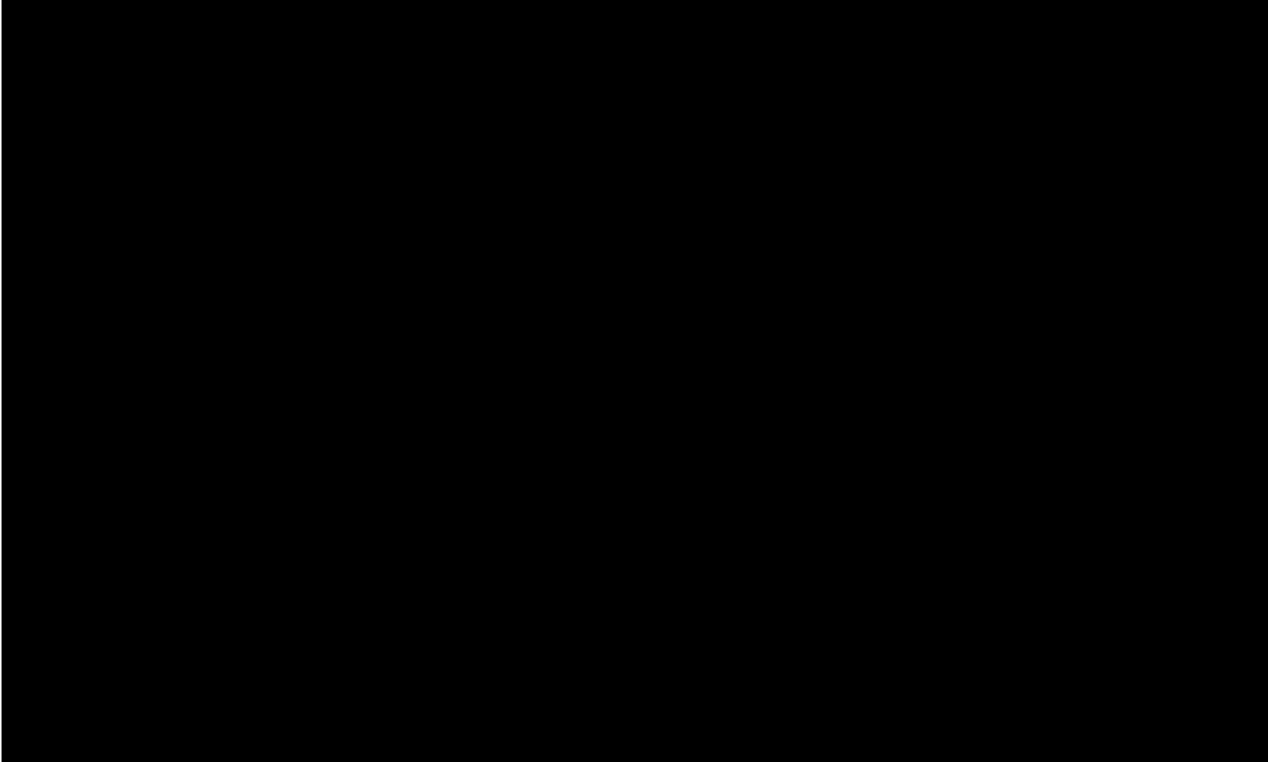
Size perceptions by screen size acquired: Way too small, Somewhat small



Size perceptions: Just about right (among 6.5 inch iPhone owners)



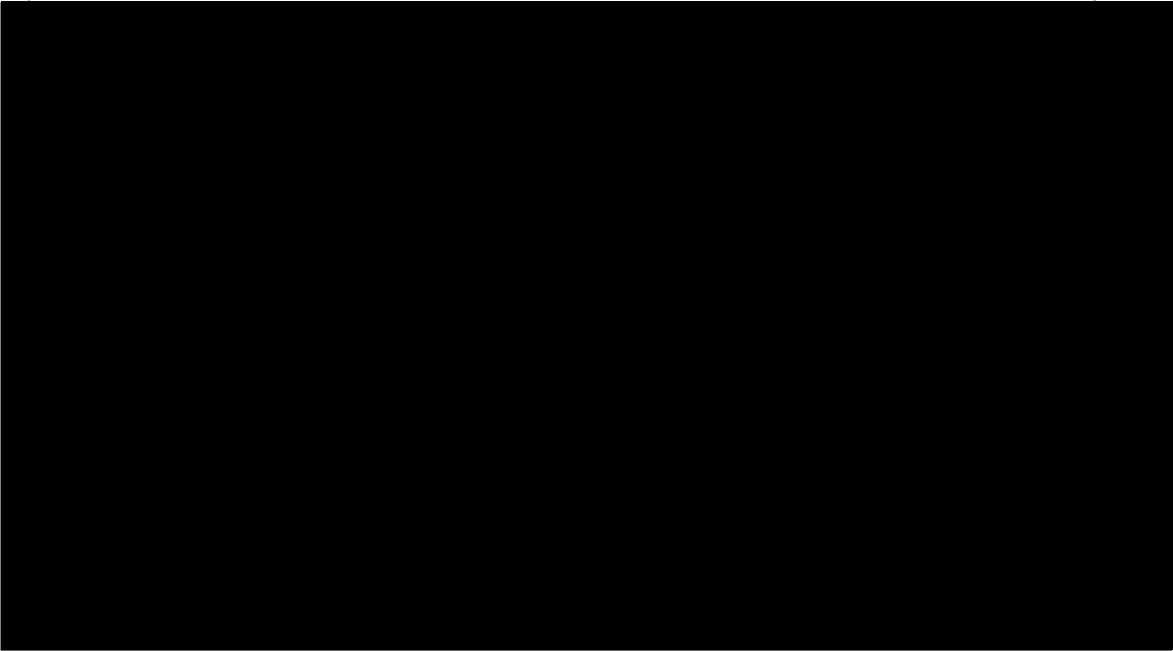
Size perceptions: Just about right (among 6.1 inch iPhone owners)



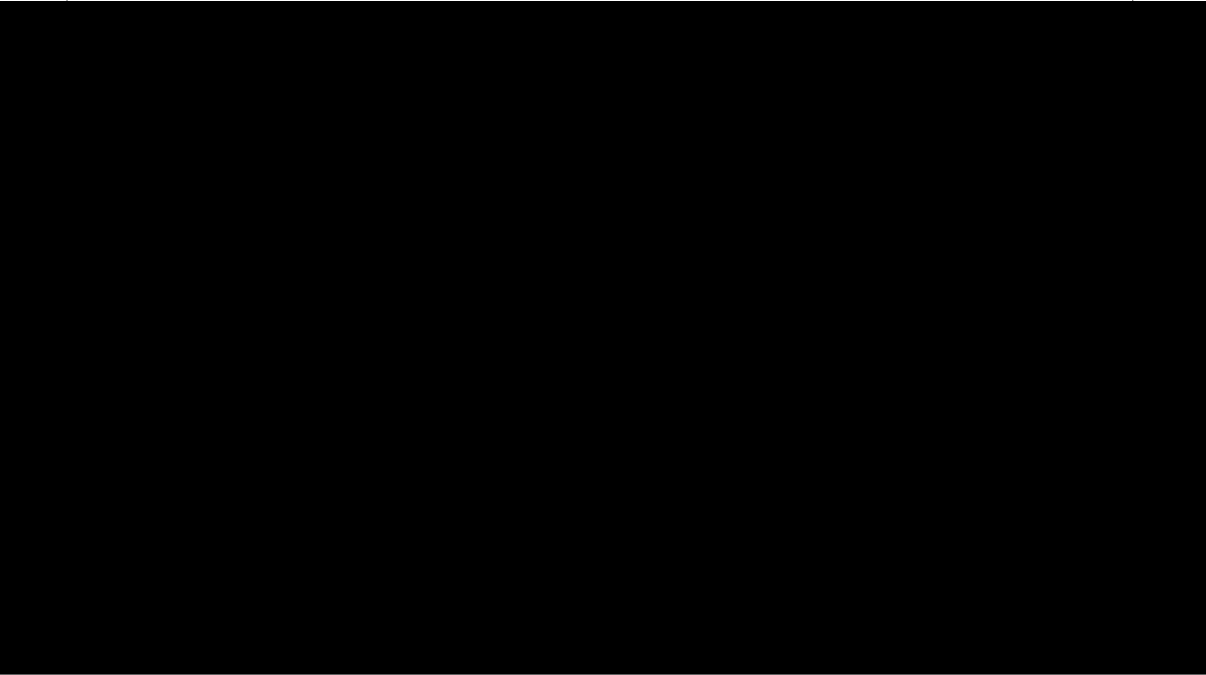
Size perceptions: Just about right (among 5.8 inch iPhone owners)



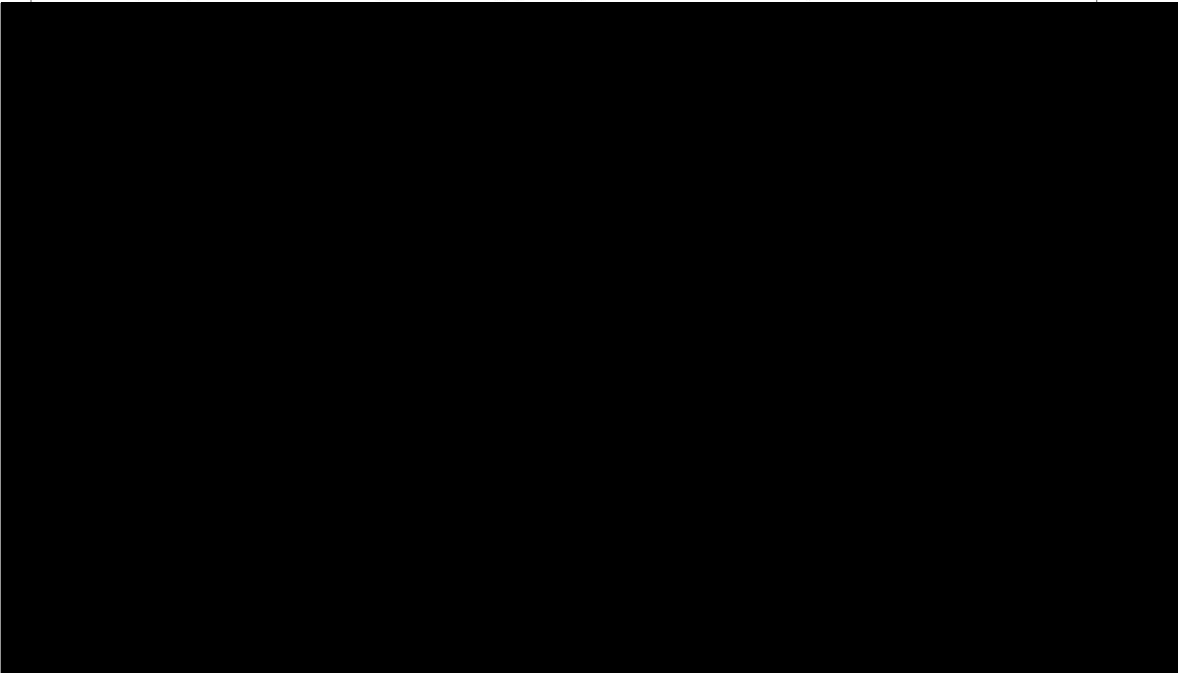
Size perceptions: Just about right (among 5.5 inch iPhone owners)



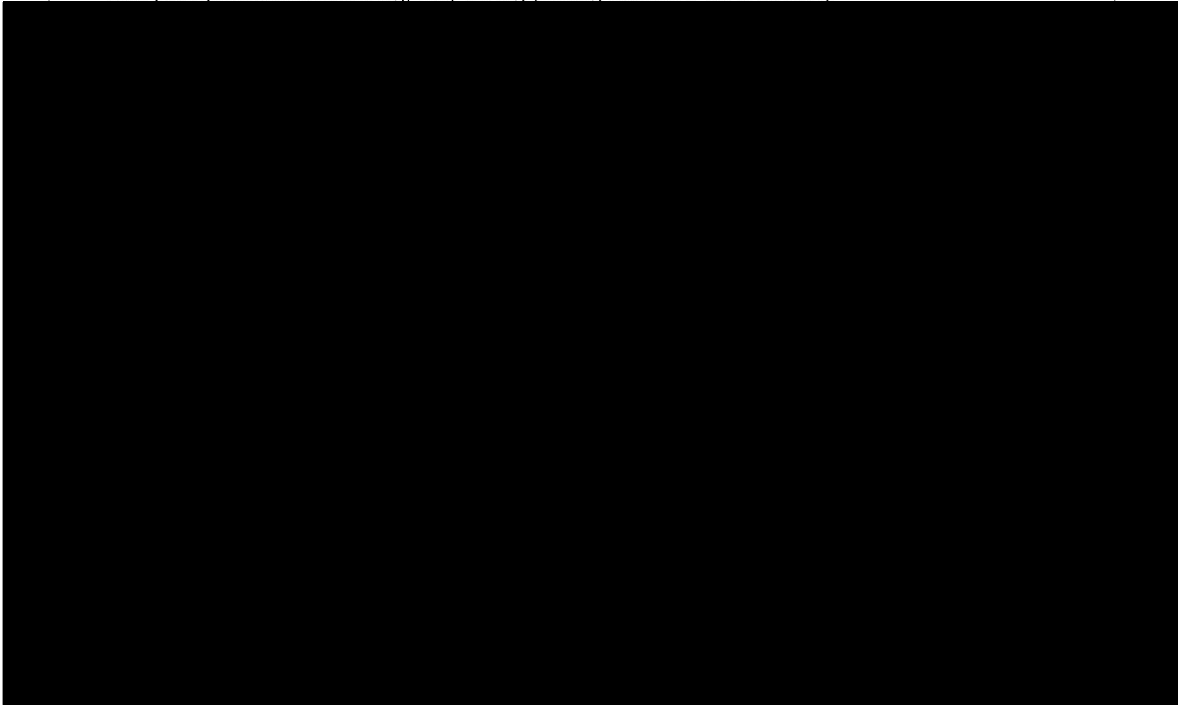
Size perceptions: Somewhat big, Way too big (among 6.5 inch iPhone owners)



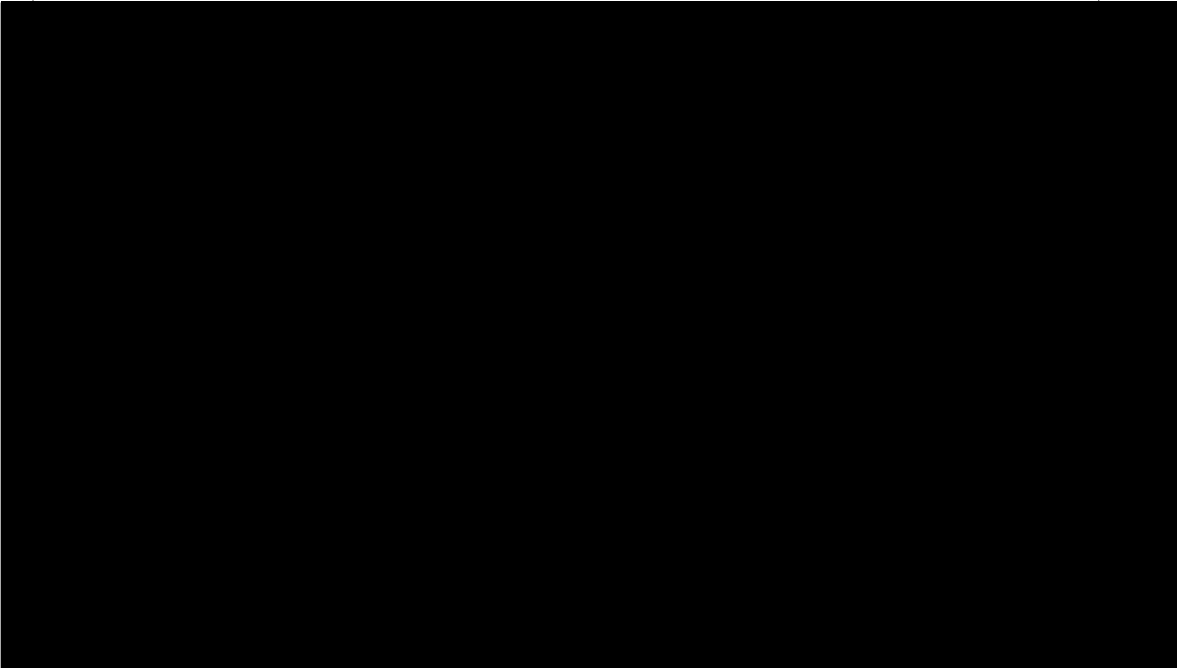
Size perceptions: Somewhat big, Way too big (among 6.1 inch iPhone owners)



Size perceptions: Somewhat big, Way too big (among 5.8 inch iPhone owners)



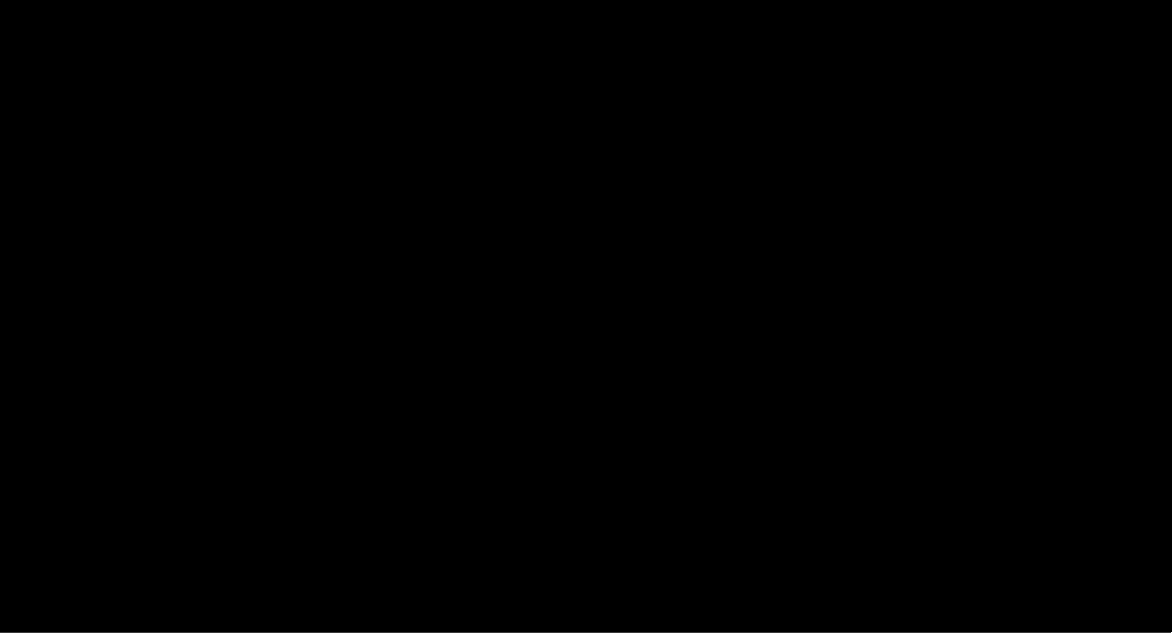
Size perceptions: Somewhat big, Way too big (among 5.5 inch iPhone owners)



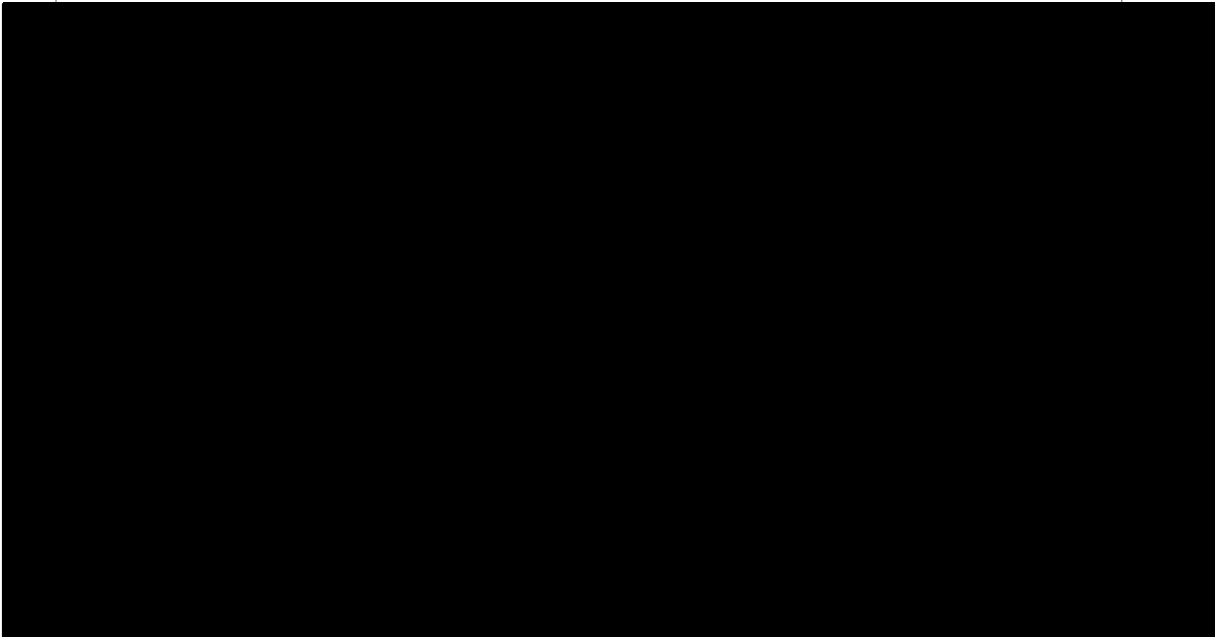
Face ID and Touch ID

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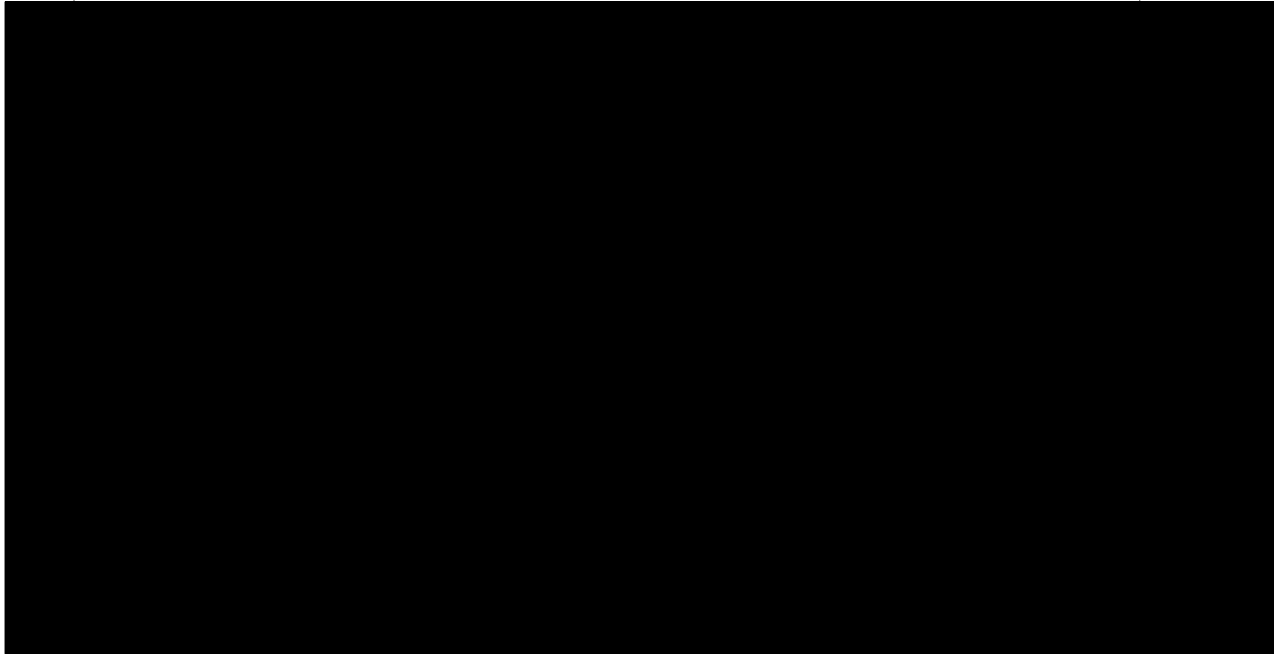
Primary unlock method



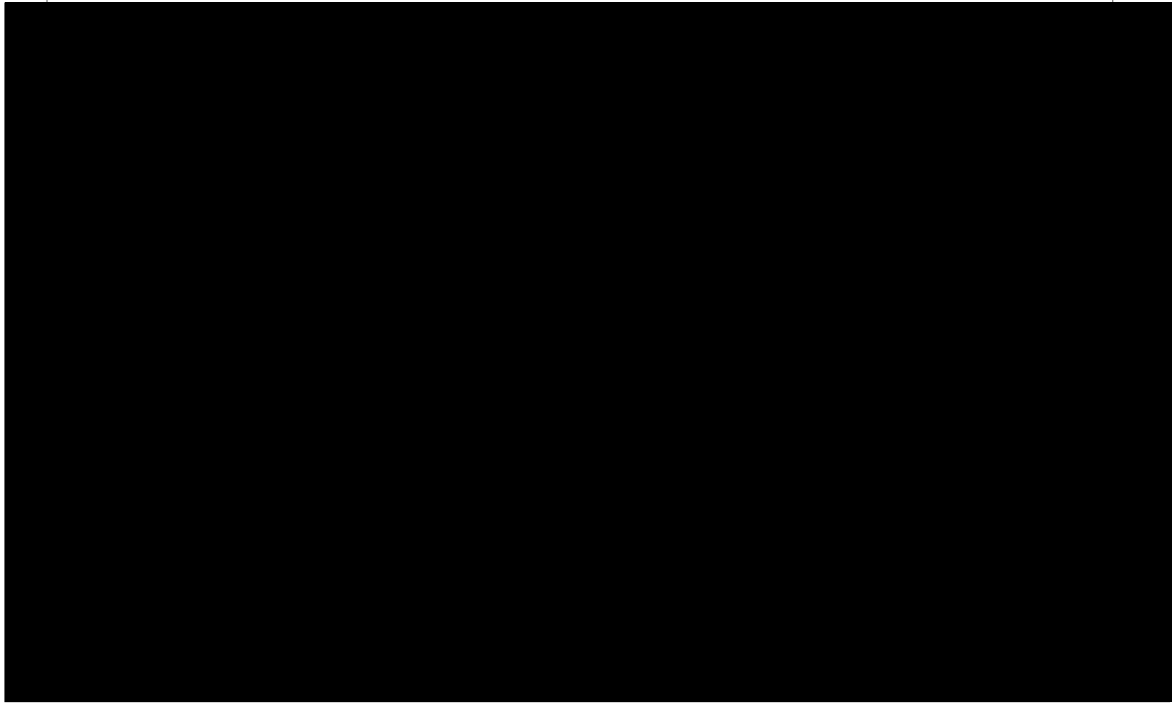
Primary unlock method (among iPhone models with Face ID)



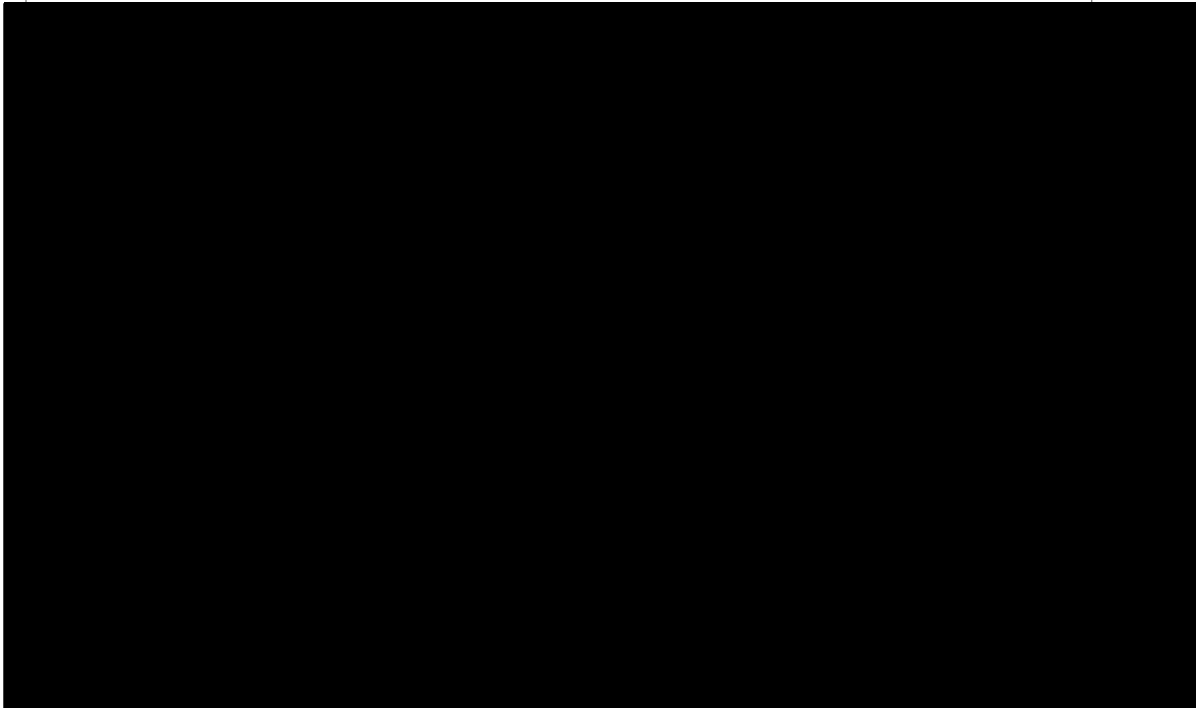
Primary unlock method (among Flagship models)



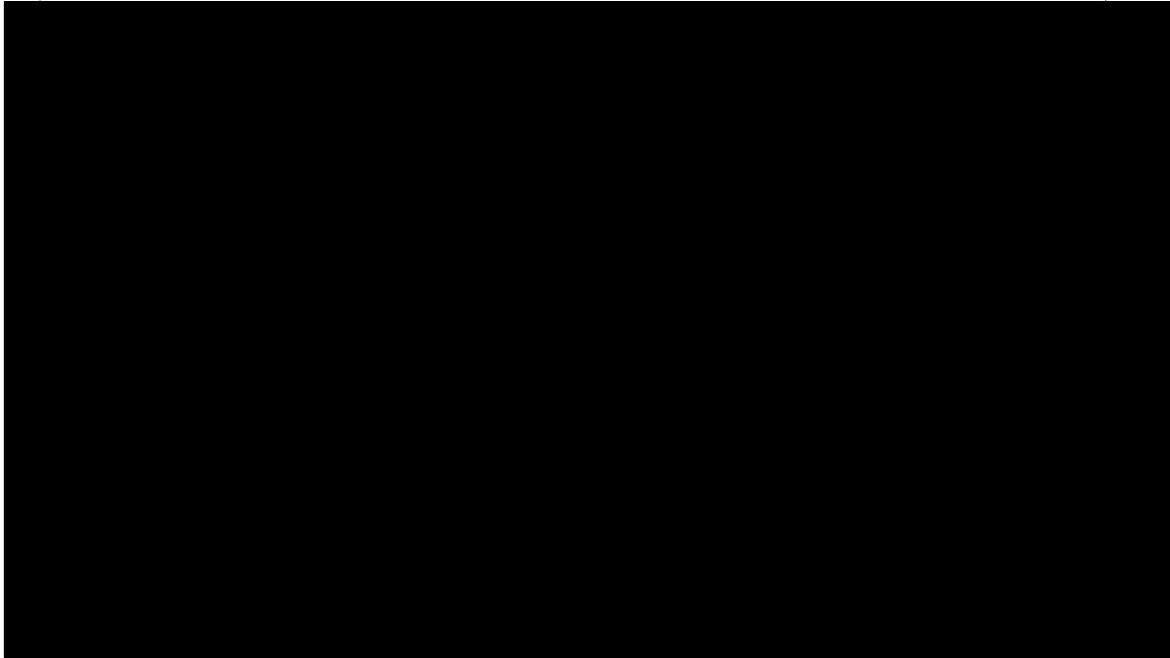
Reasons for not using Face ID (among iPhone models with Face ID)



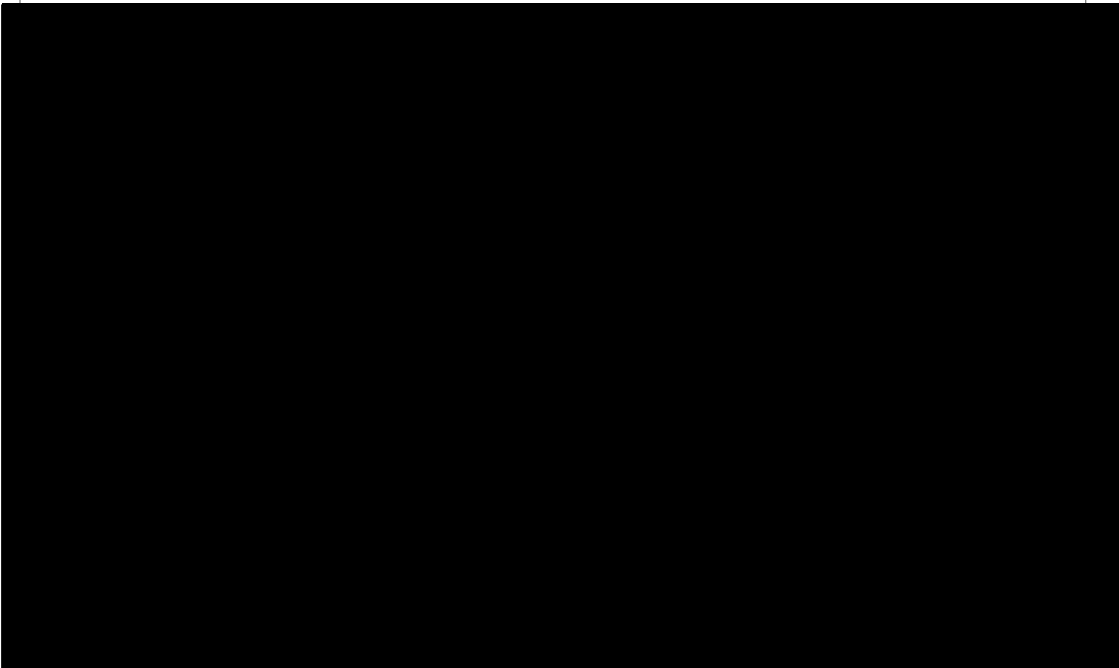
Reasons for not using Face ID (among Flagship models)



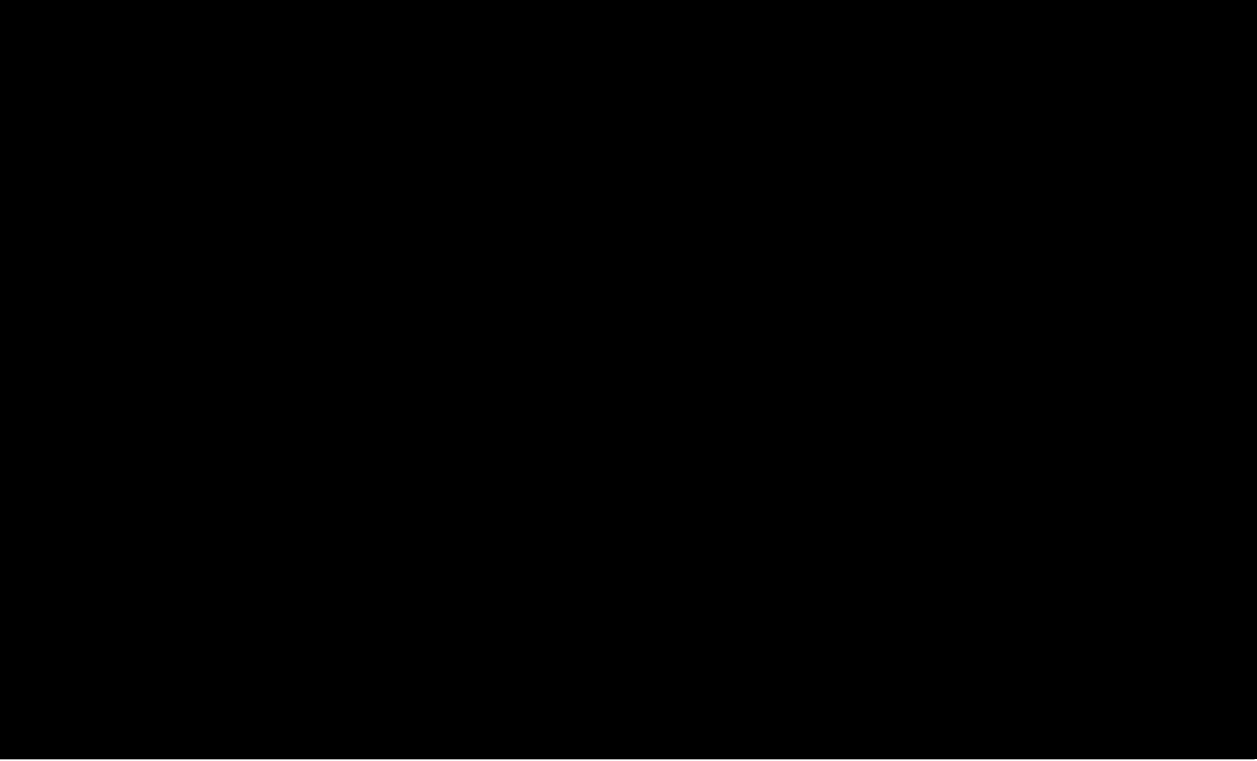
Satisfaction with Face ID (among iPhone models with Face ID)



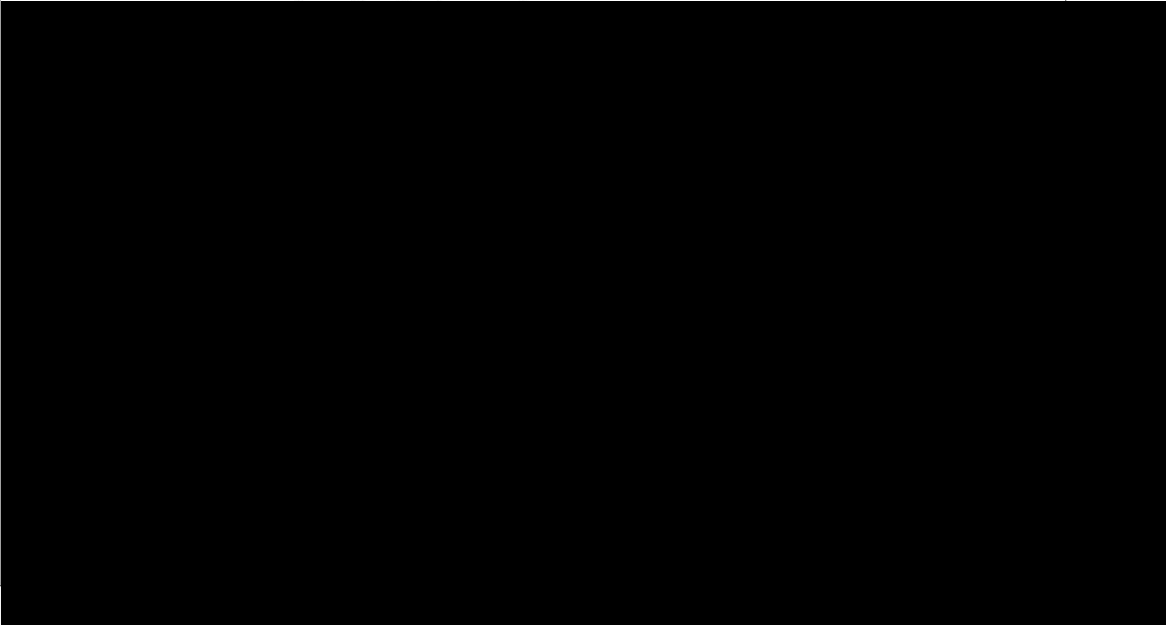
Satisfaction with Face ID: Very satisfied, Somewhat satisfied (among iPhone models with Face ID)



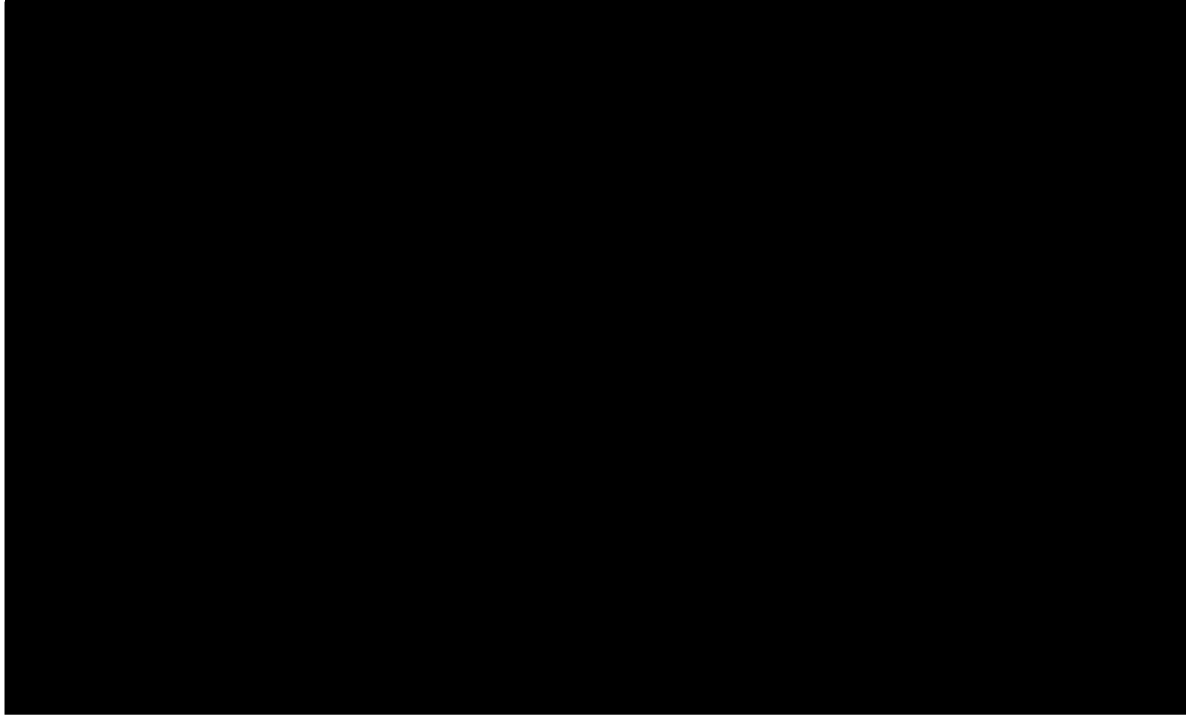
Satisfaction with Face ID: Very satisfied (among iPhone models with Face ID)



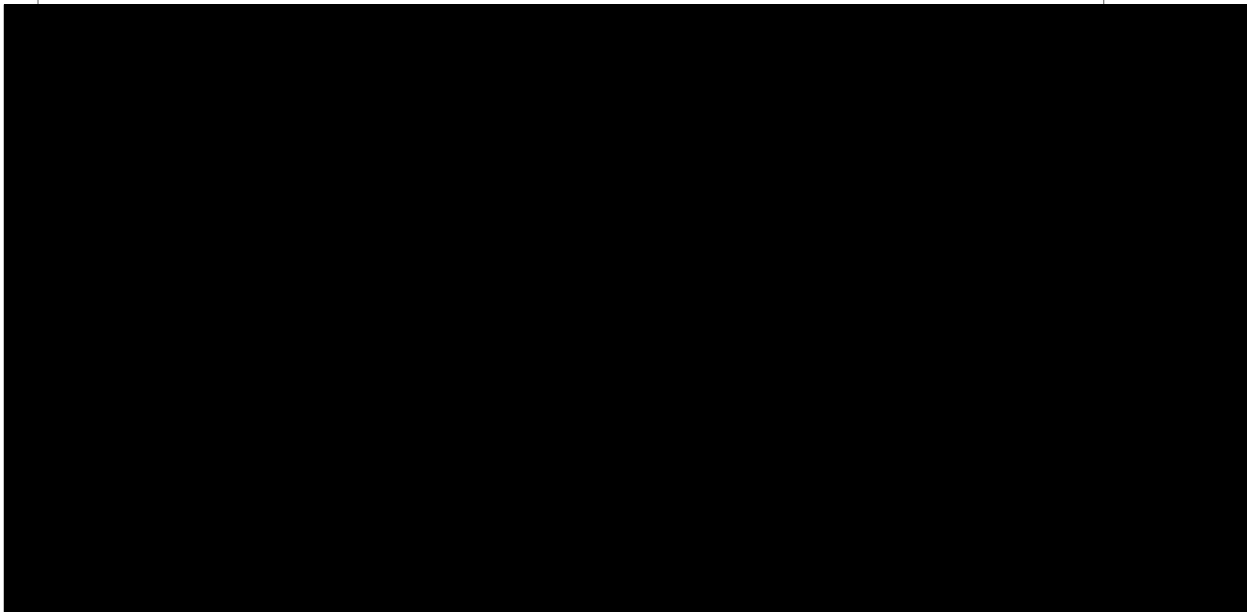
Satisfaction with Face ID (among Flagship models)



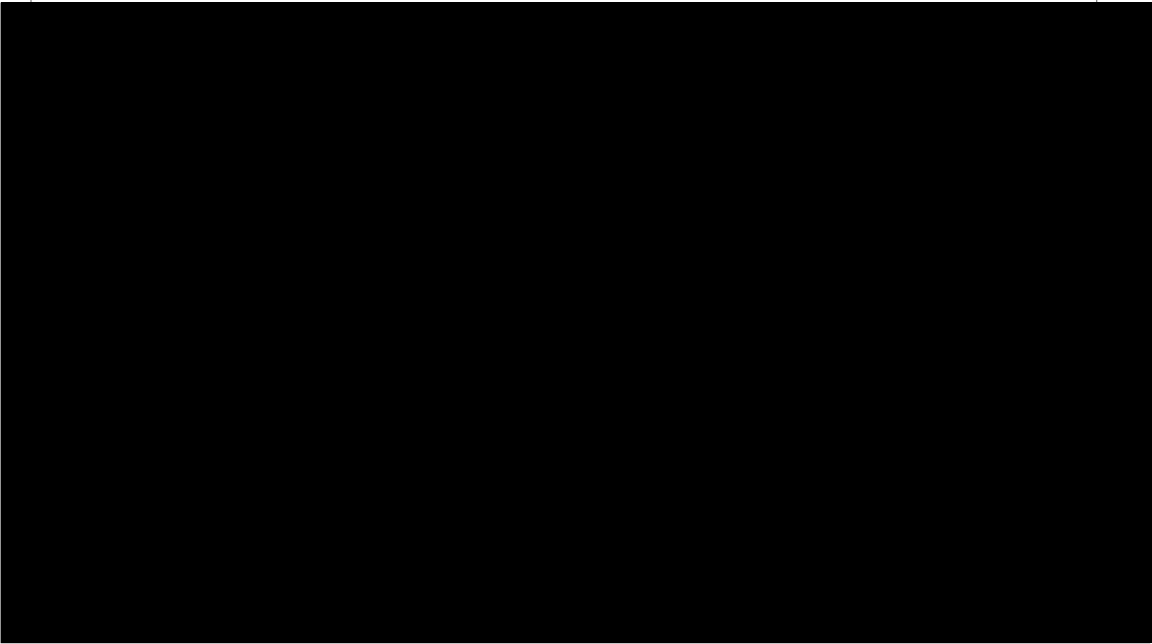
Primary unlock method (among iPhone models with Touch ID)



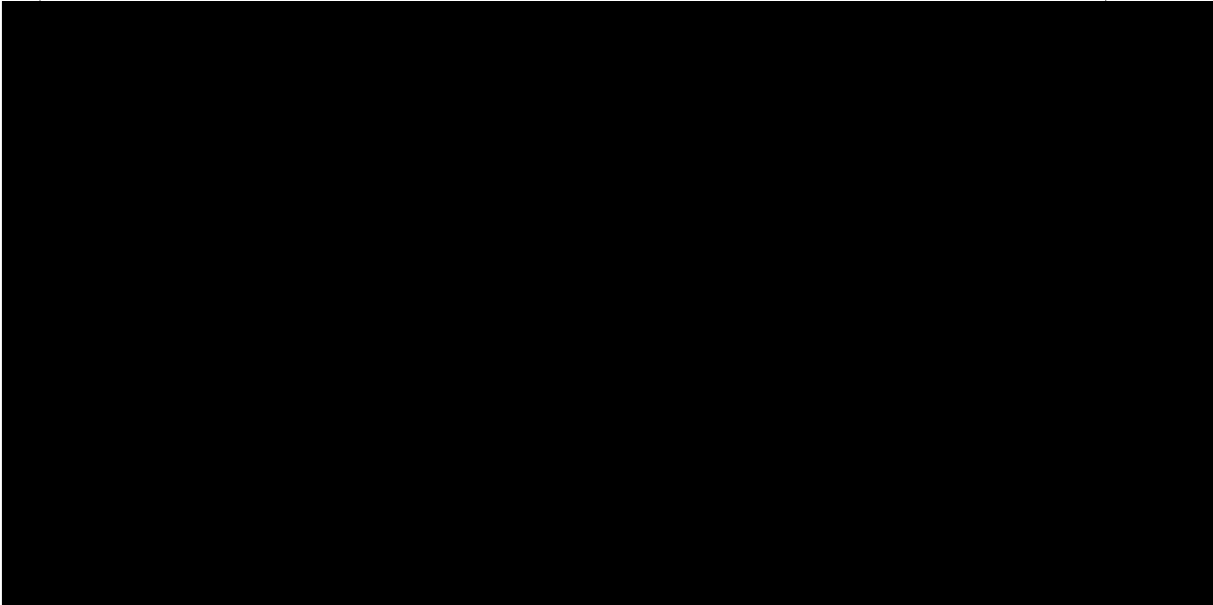
Satisfaction with Touch ID



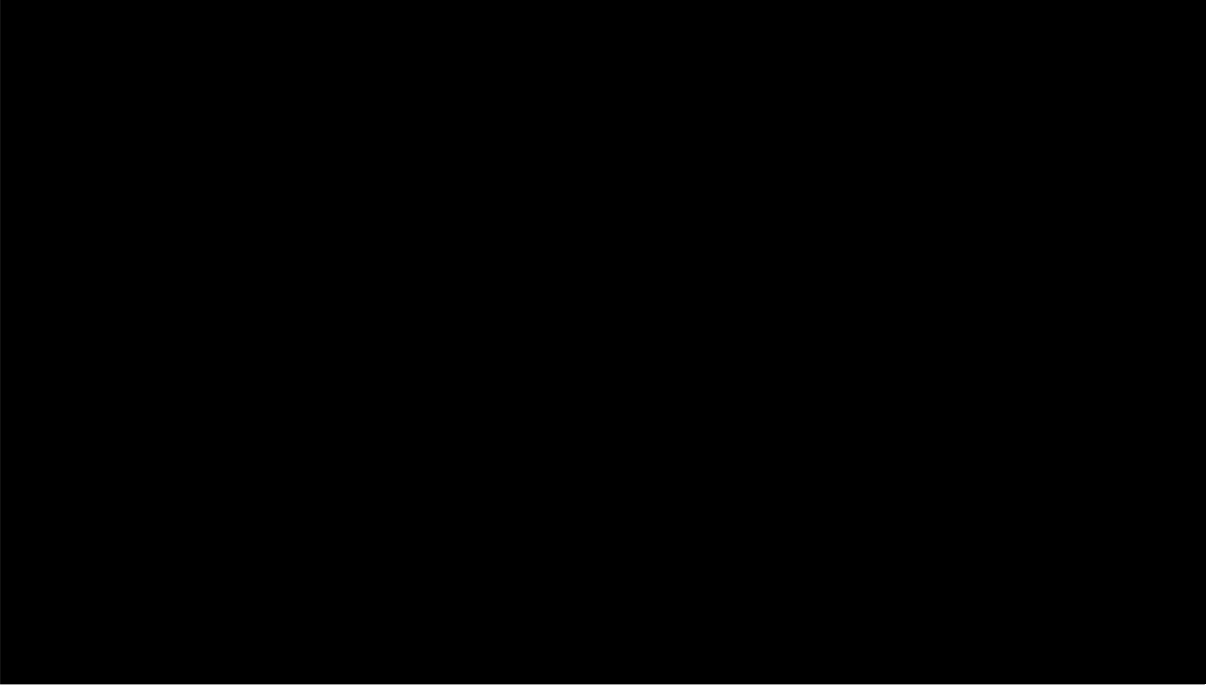
Satisfaction with Touch ID: Very satisfied, Somewhat satisfied (among iPhone models with Touch ID)



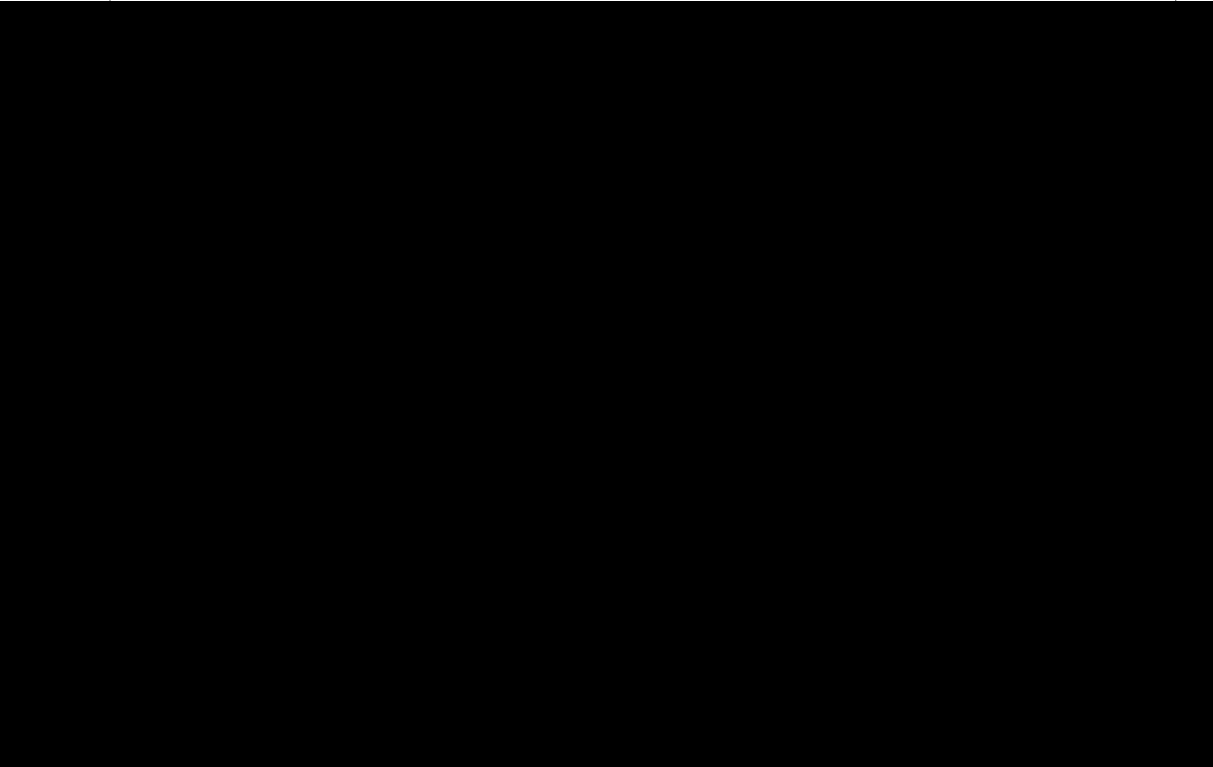
Satisfaction with Touch ID: Very satisfied (among iPhone models with Touch ID)



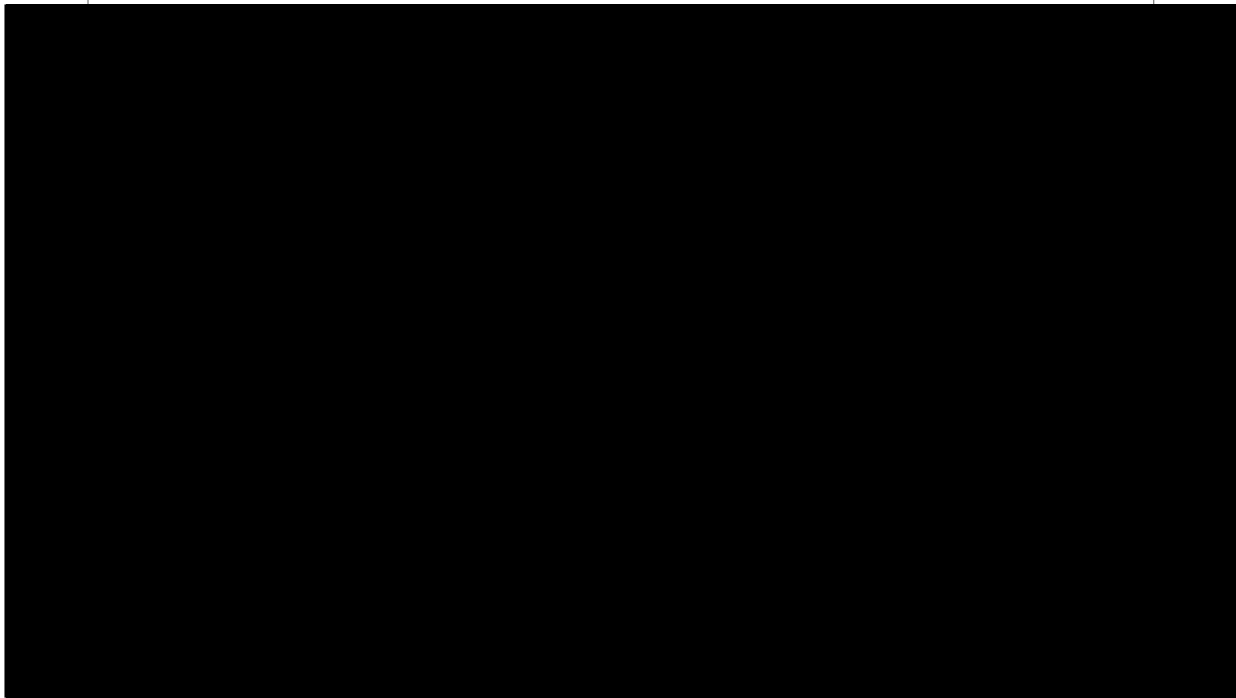
Satisfaction with unlock method: Very satisfied, Somewhat satisfied



Satisfaction with Face ID aspects: Very satisfied (among iPhone models with Face ID)



Satisfaction with Face ID aspects: **Ease of set up** (Very satisfied)



Satisfaction with Face ID aspects: **Using Face ID to check out with Apple Pay** (Very satisfied)



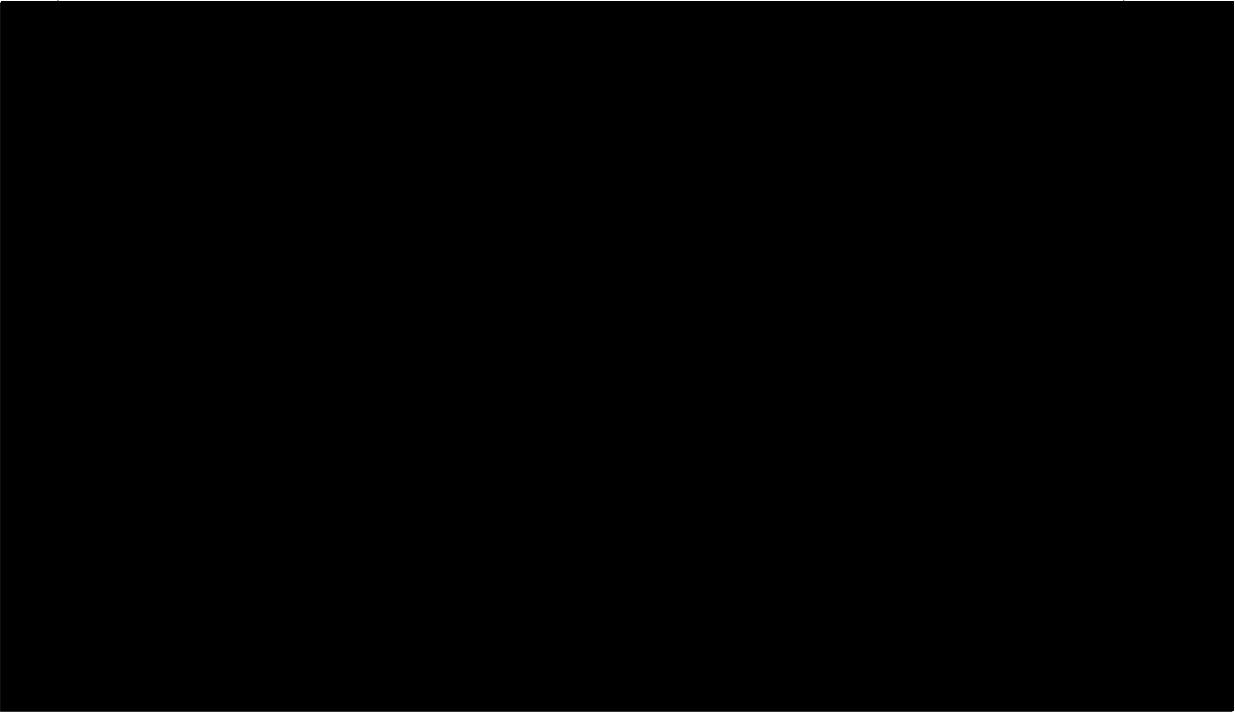
Satisfaction with Face ID aspects: **Speed of recognizing your face** (Very satisfied)



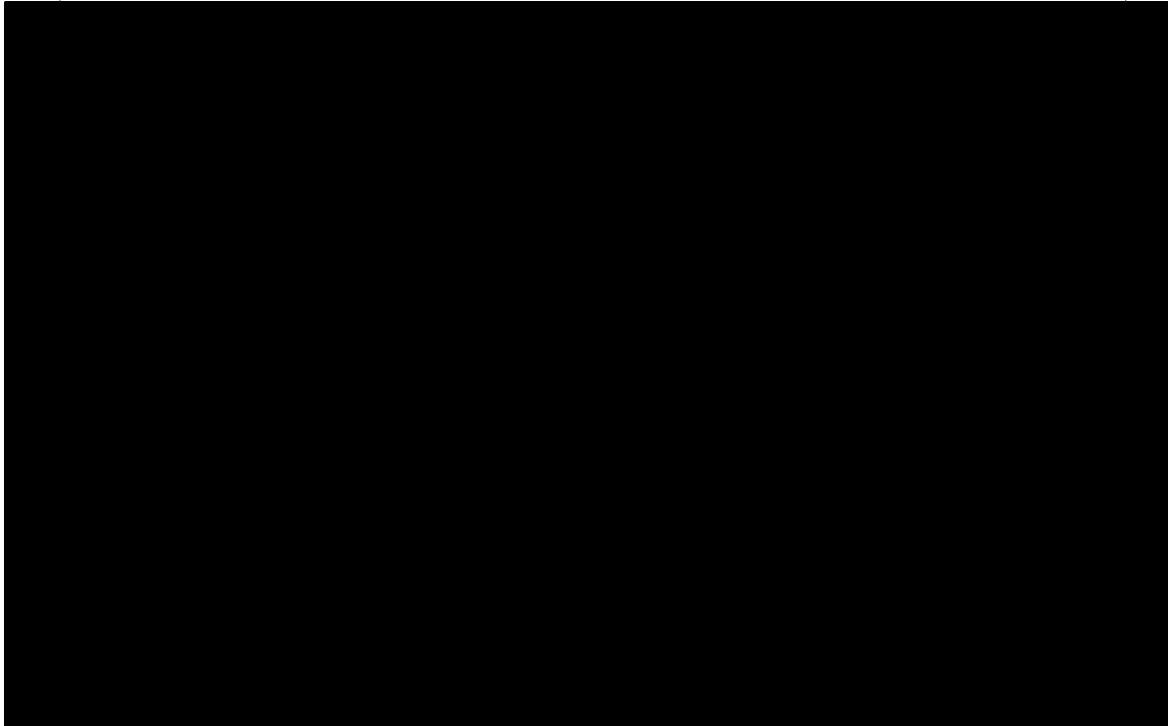
Satisfaction with Face ID aspects: **Ability to recognize your face in certain situations** (Very satisfied)



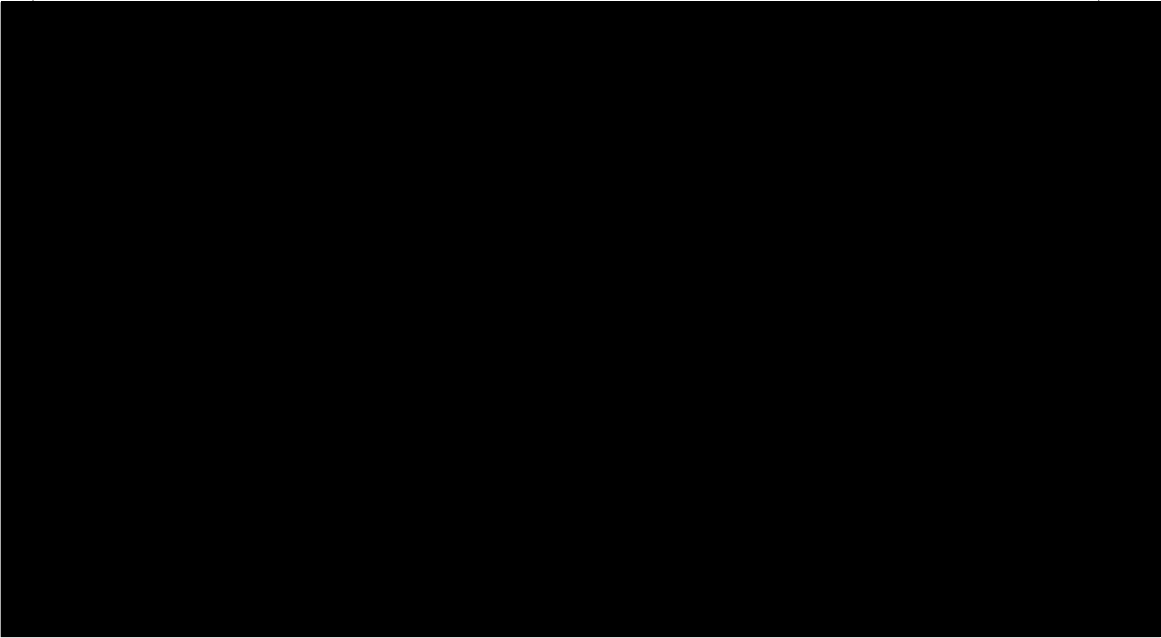
Satisfaction with Face ID aspects: Very satisfied (among Flagship models)



Reasons not satisfied with Face ID (among iPhone models with Face ID)



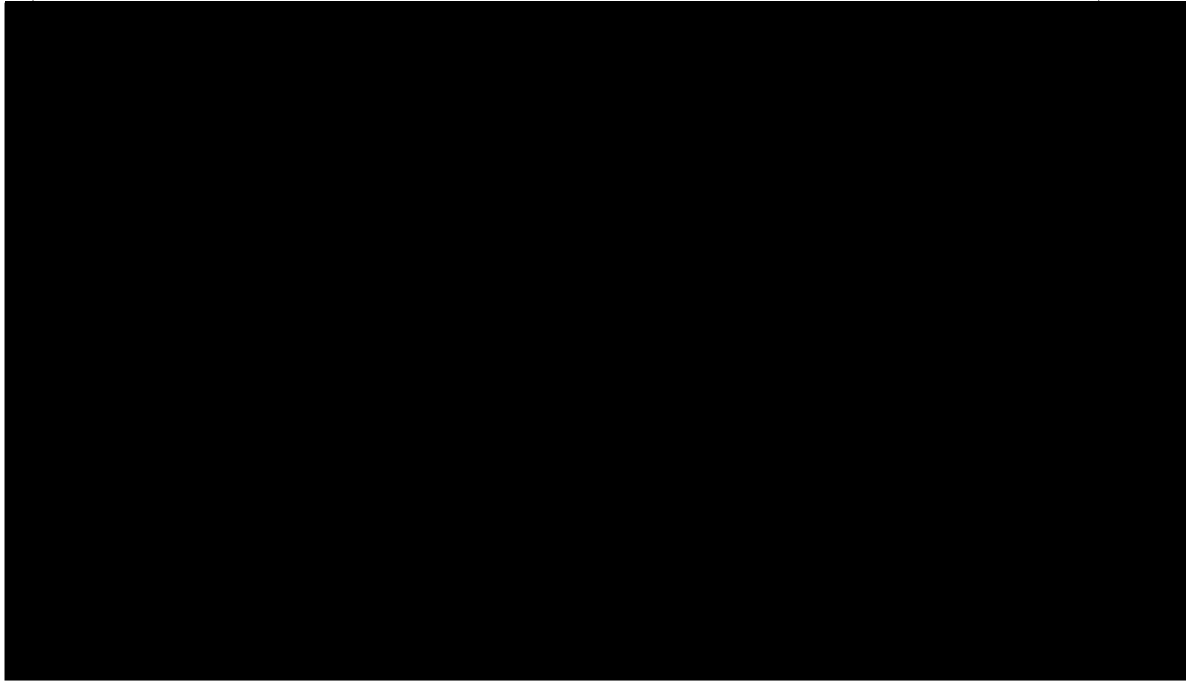
Reasons not satisfied with Face ID (among Flagship models)



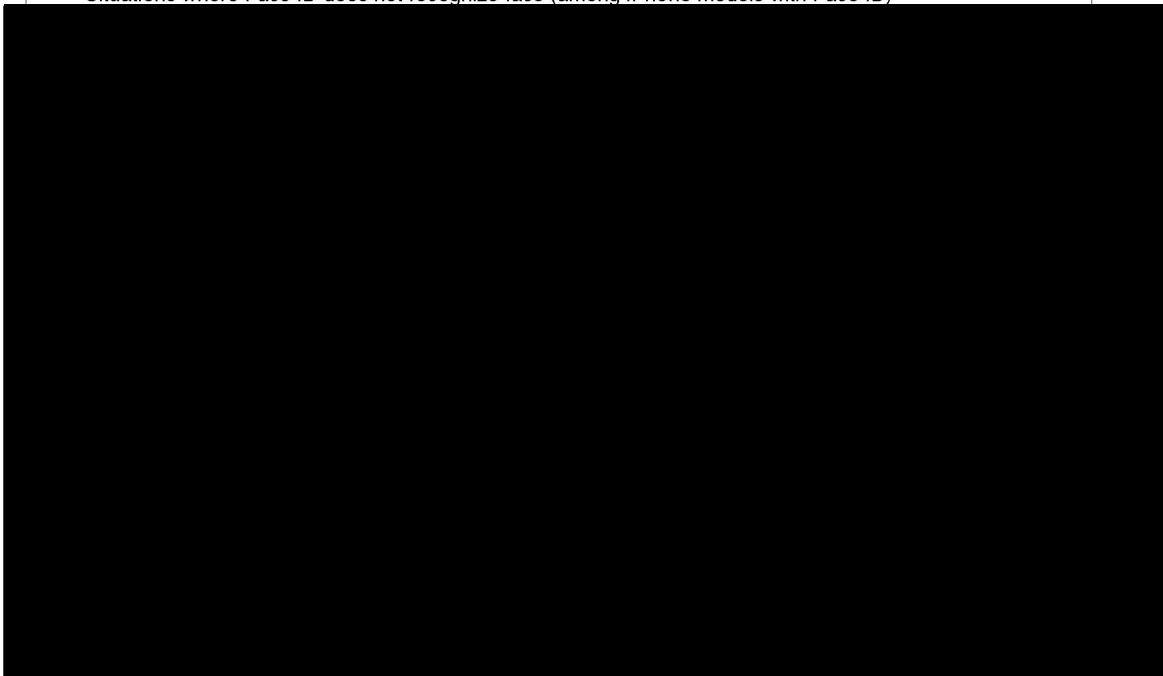
Situations where Face ID does not recognize face (among iPhone models with Face ID)



Situations where Face ID does not recognize face (among Flagship models)



Situations where Face ID does not recognize face (among iPhone models with Face ID)



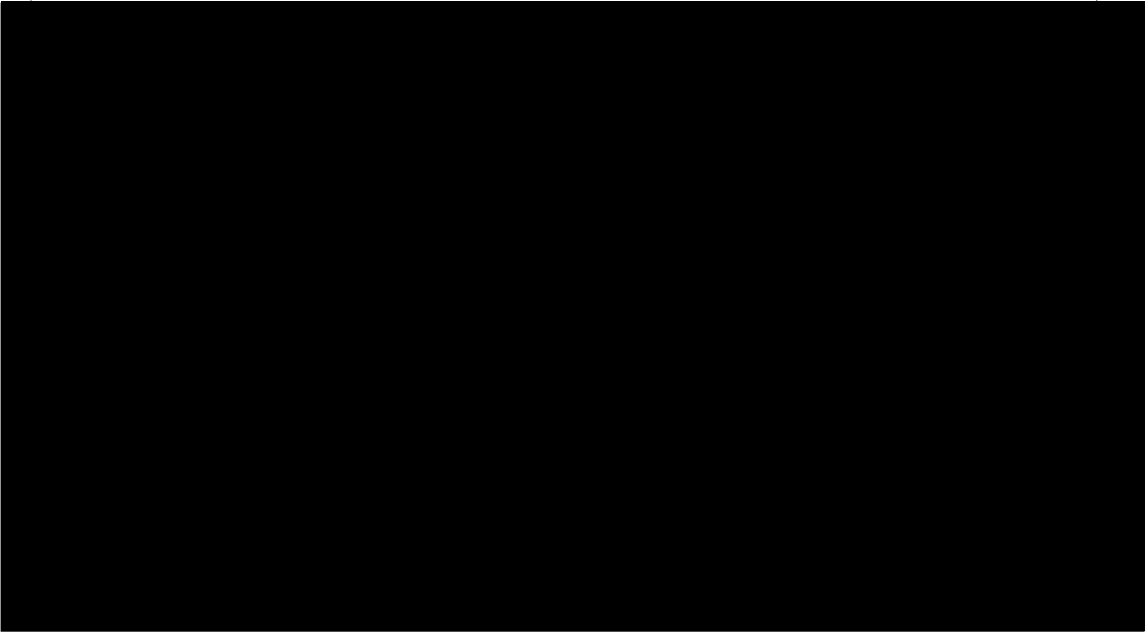
Situations where Face ID does not recognize face (among Flagship models)



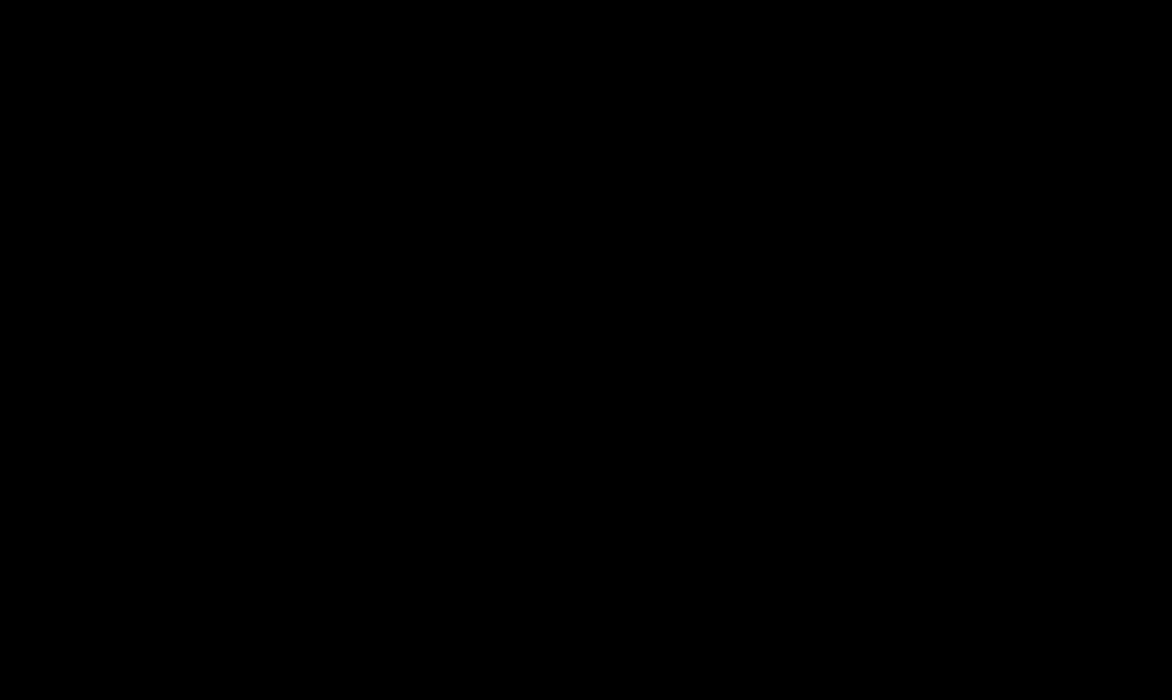
Initial setup experience detailed results

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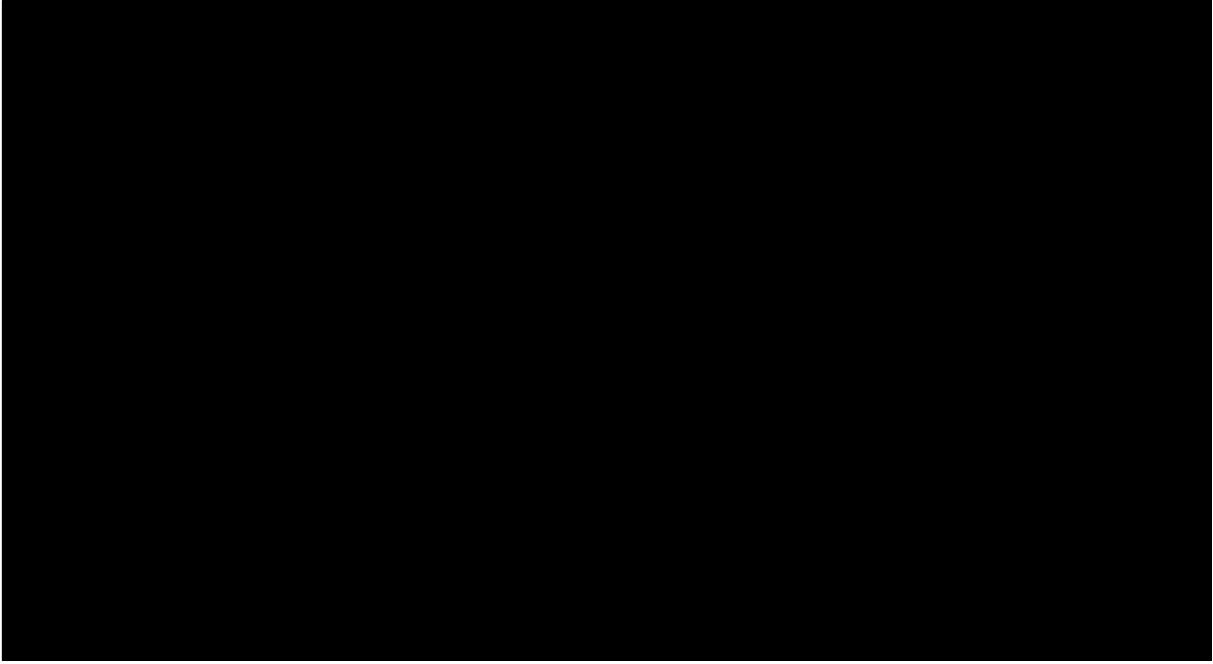
Transferred contacts, apps, photos, music or other information to iPhone



Transferred contacts, apps, photos, music or other information to iPhone (among Flagship models)



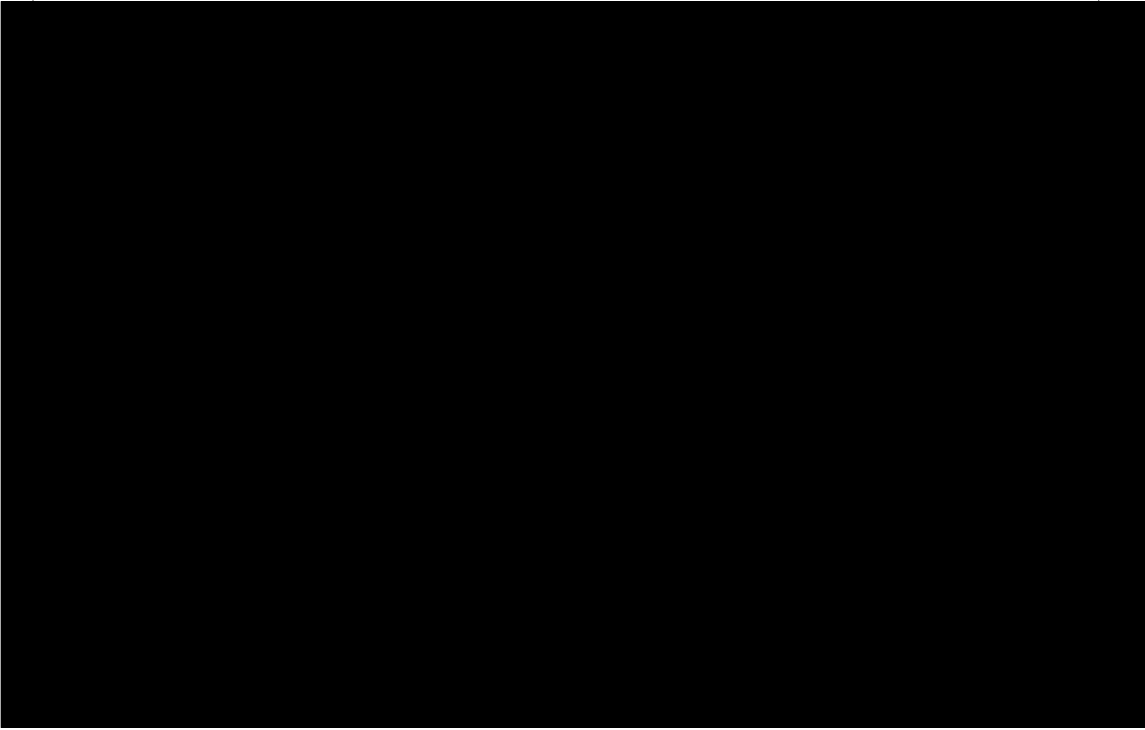
Transferred contacts, apps, photos, music or other information to iPhone (among iPhone 11)



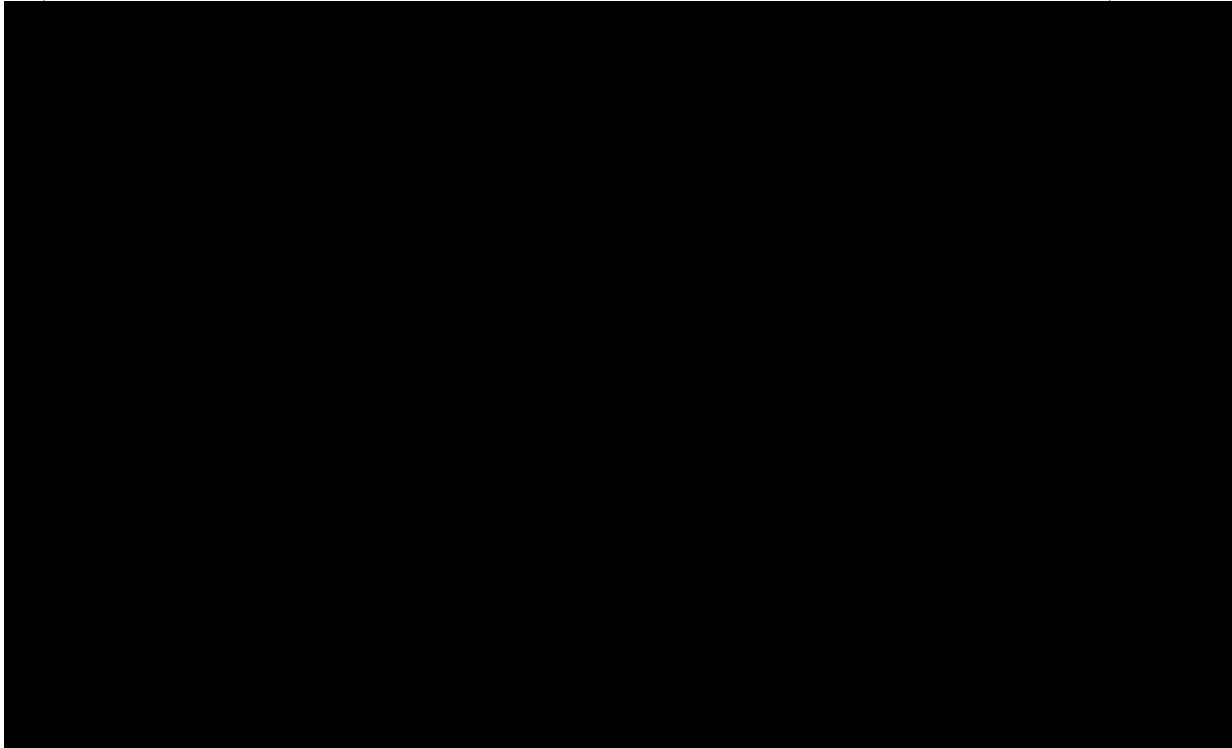
Transferred contacts, apps, photos, music or other information to iPhone (among iPhone 11 Pro)



Transferred contacts, apps, photos, music or other information to iPhone (among iPhone 11 Pro Max)



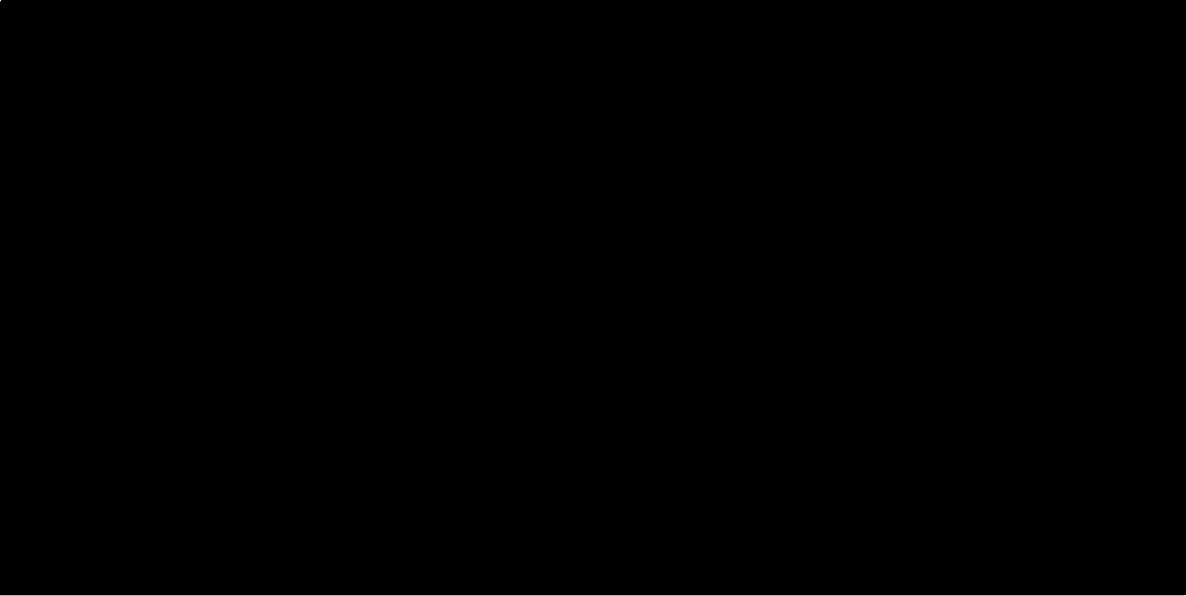
Methods for transferring contacts, apps, photos, music or other information



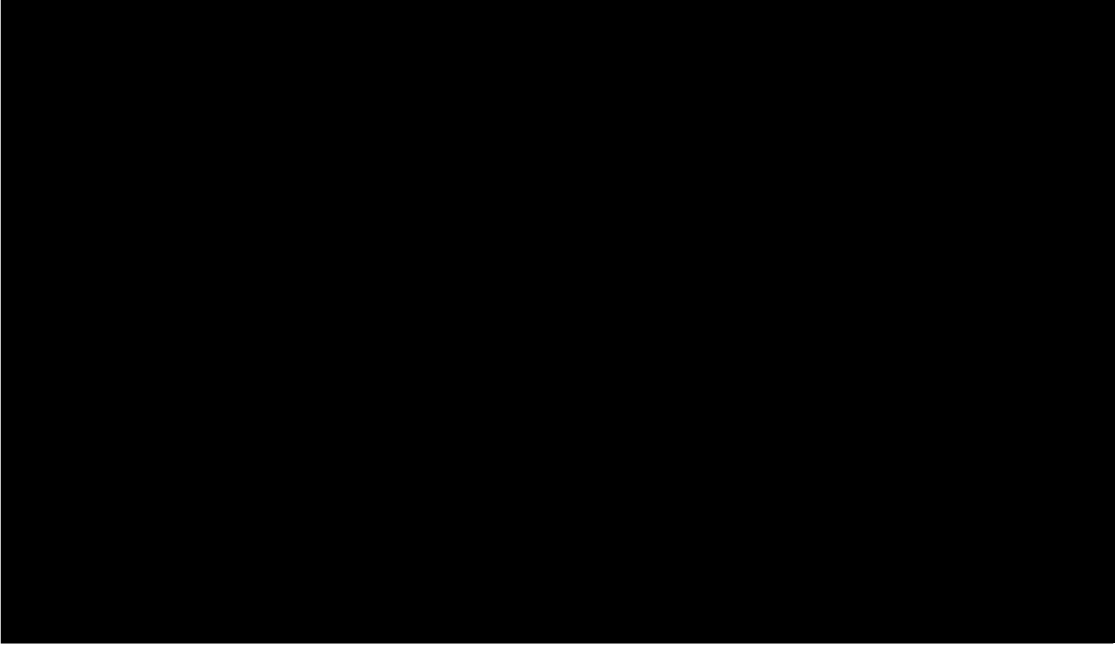
Methods for transferring contacts, apps, photos, music or other information (among Flagship models)



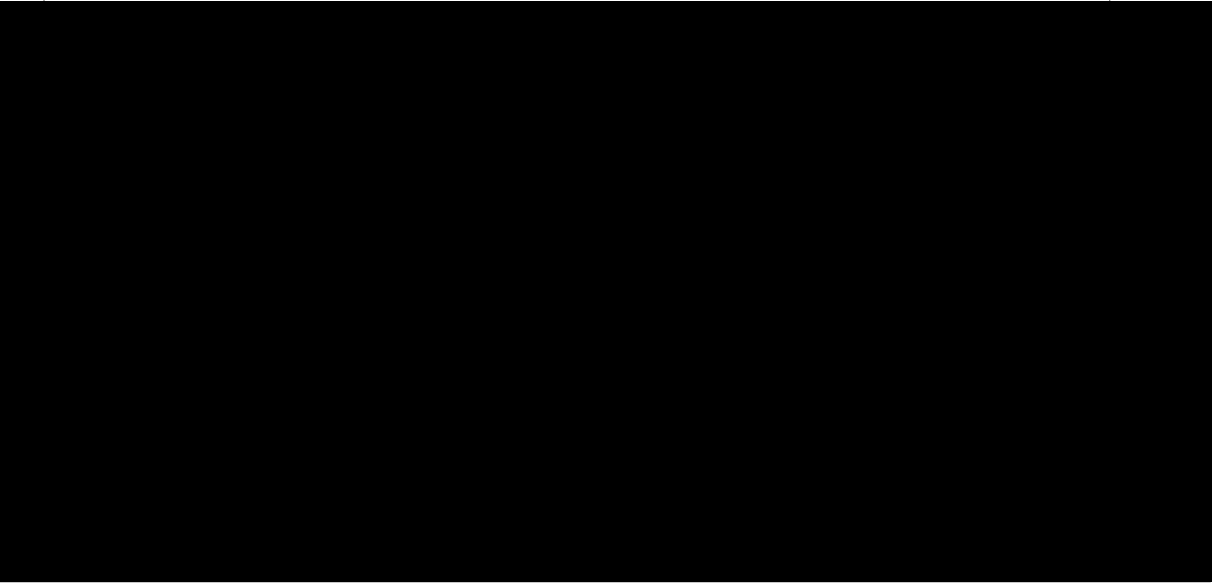
Methods for transferring contacts, apps, photos, music or other information (among iPhone 11)



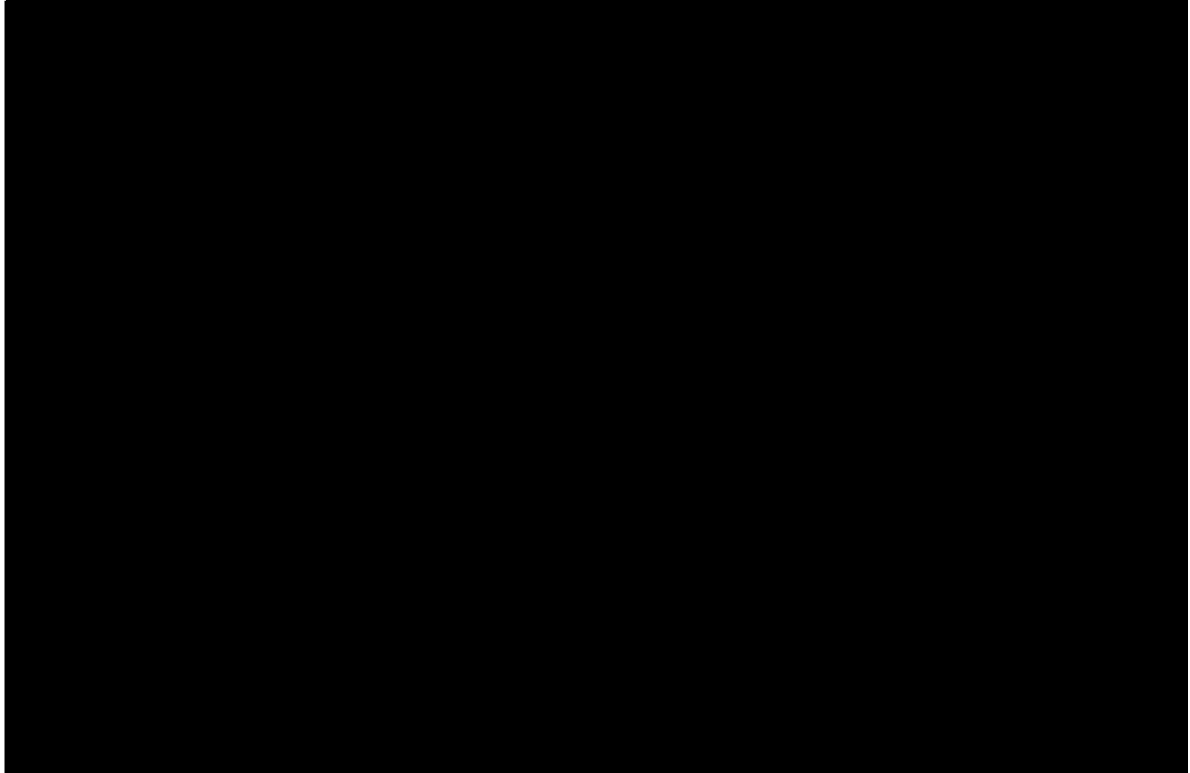
Methods for transferring contacts, apps, photos, music or other information (among iPhone 11 Pro)



Methods for transferring contacts, apps, photos, music or other information (among iPhone 11 Pro Max)



Satisfaction with ease of transferring content



Satisfaction with ease of transferring content (among Flagship models)



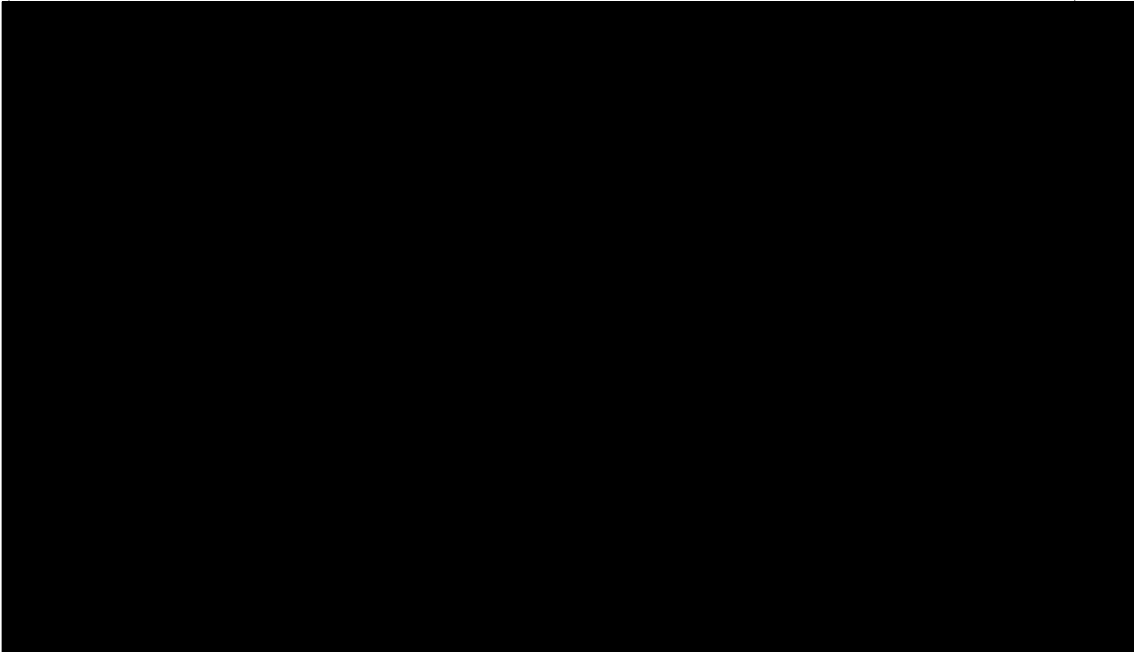
Satisfaction with ease of transferring content (among iPhone 11)



Satisfaction with ease of transferring content (among iPhone 11 Pro)



Satisfaction with ease of transferring content (among iPhone 11 Pro Max)



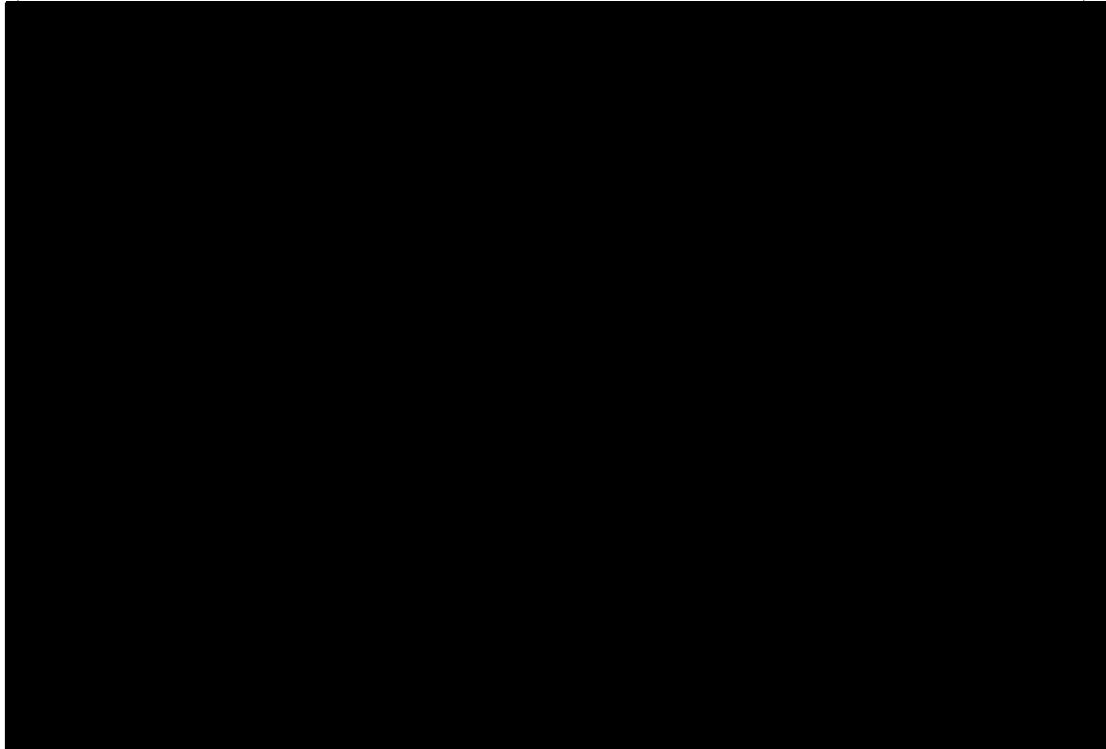
Satisfaction with ease of transferring content by Replaced phone



In-box items and accessories detailed results

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Use of in-box items




Use of in-box items (among Flagship models)



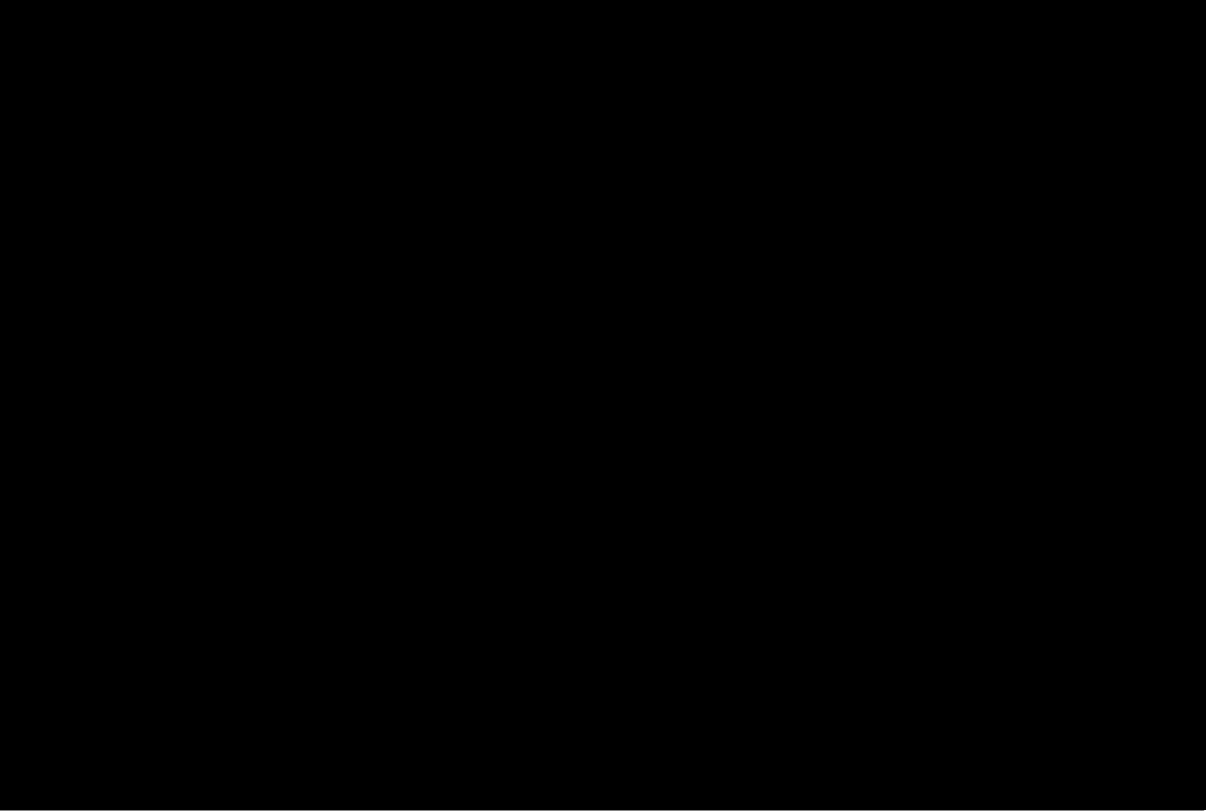
Frequency of using EarPods included in the box



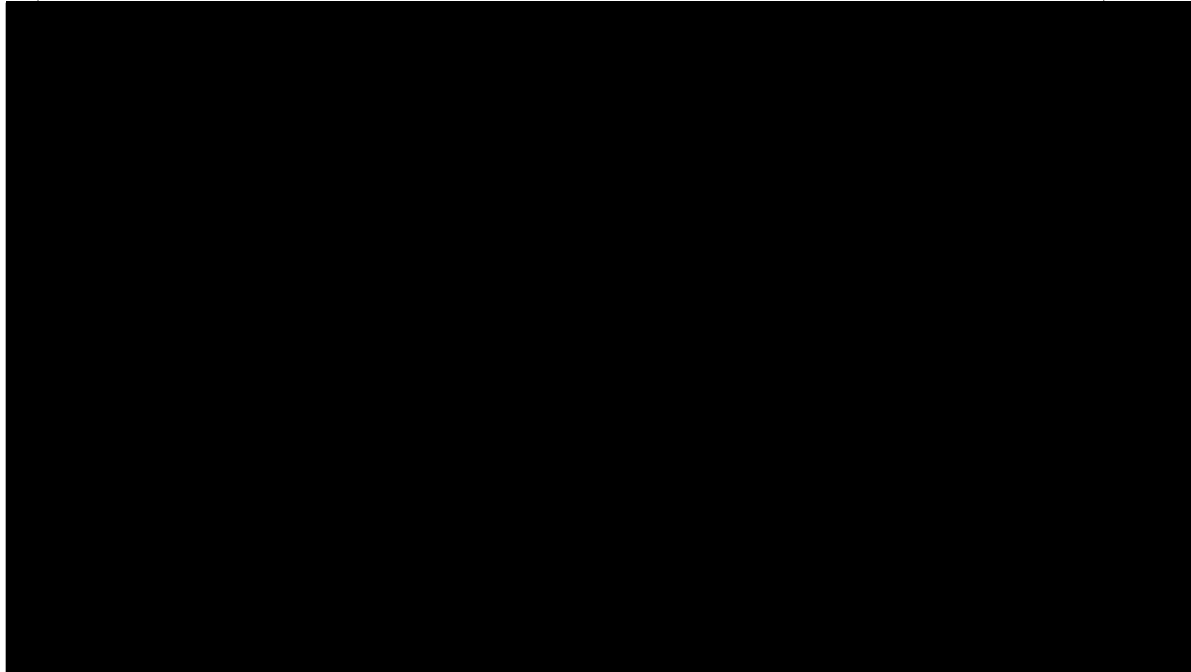
Frequency of using EarPods included in the box (among Flagship models)



Frequency of using wireless charging station or mat



Frequency of using wireless charging station or mat (among Flagship models)



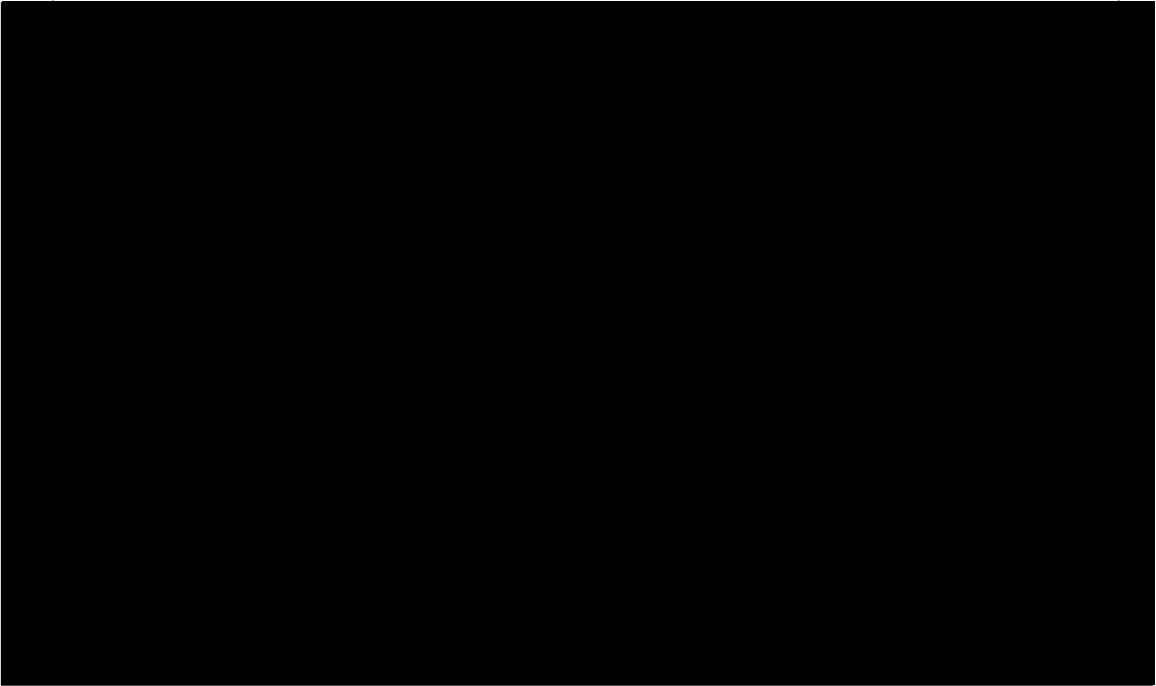
Satisfaction with wireless charging time



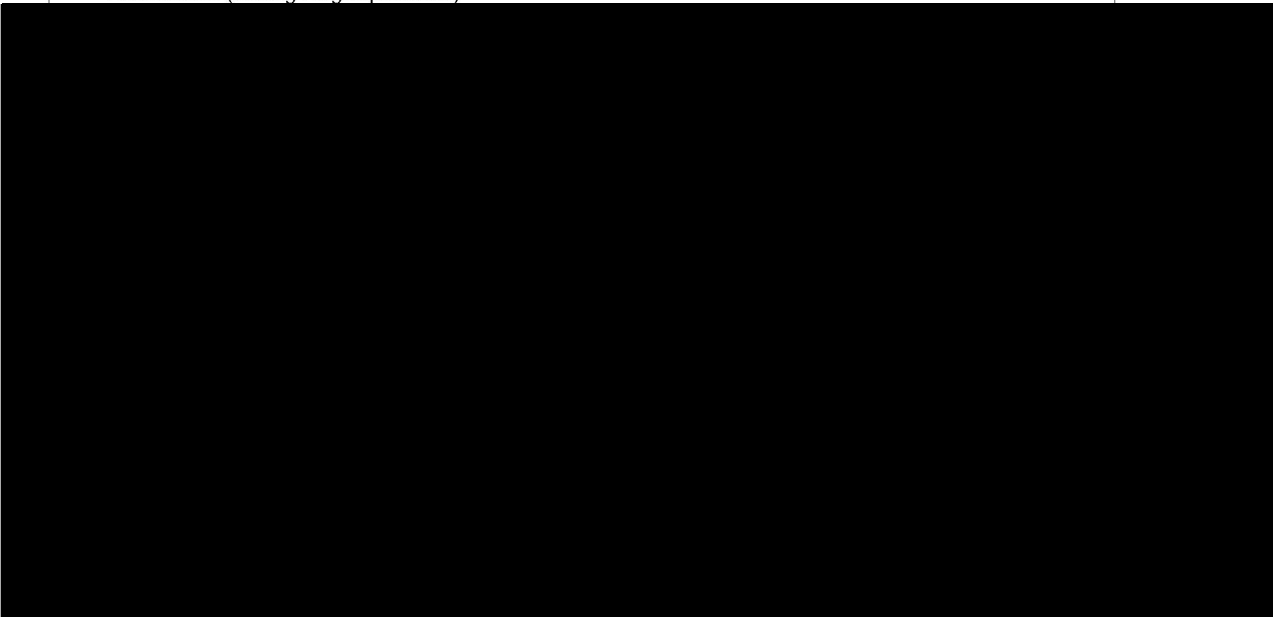
Satisfaction with wireless charging time (among Flagship models)



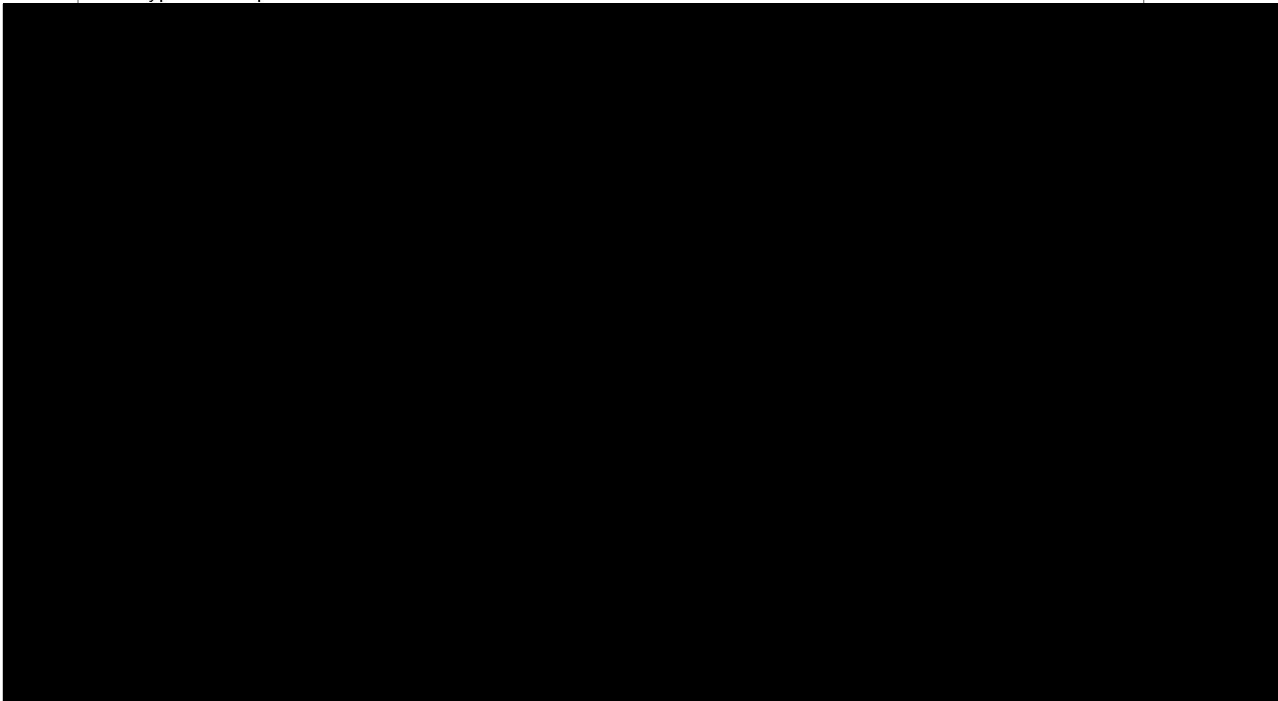
Accessories



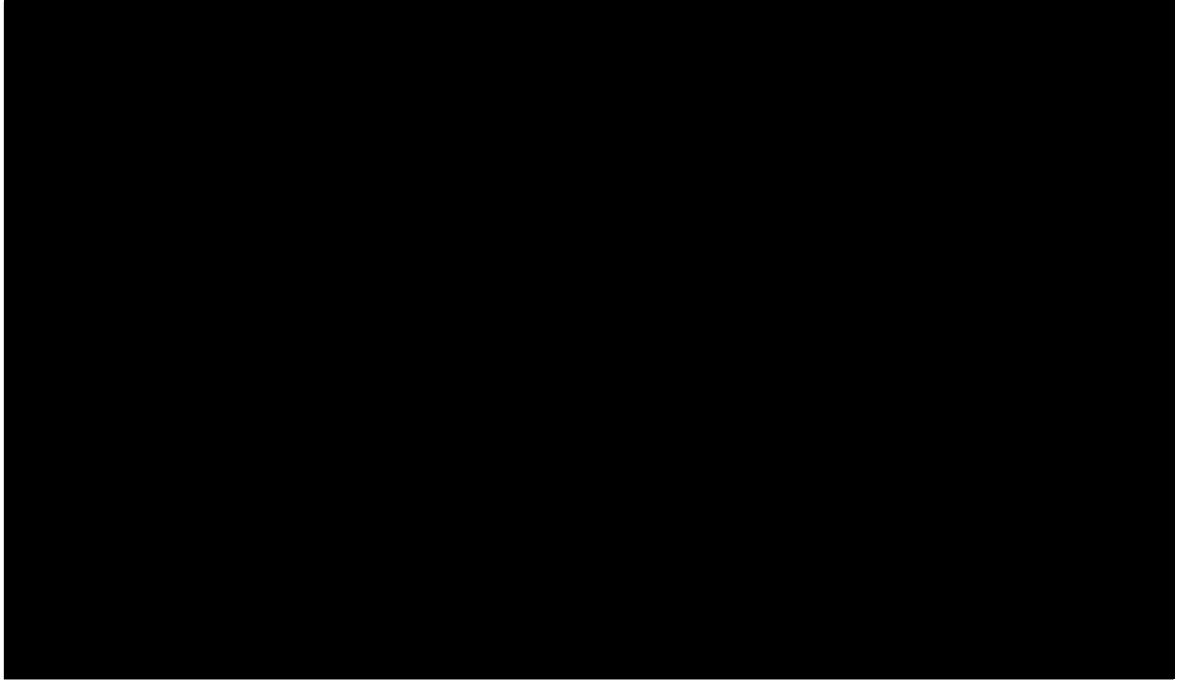
Accessories (among Flagship models)



Type of headphones



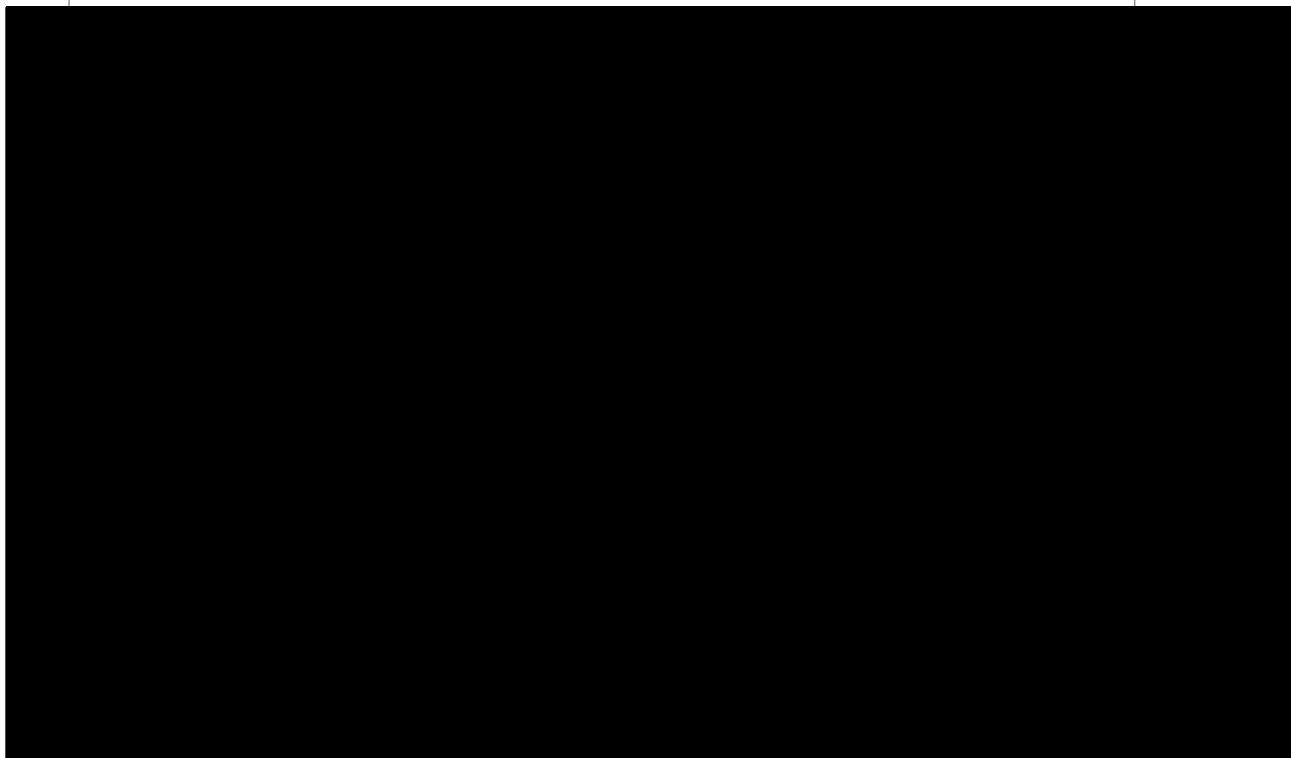
Type of headphones (among Flagship models)



Awareness/use of Apple services detailed results

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Awareness of Apple services



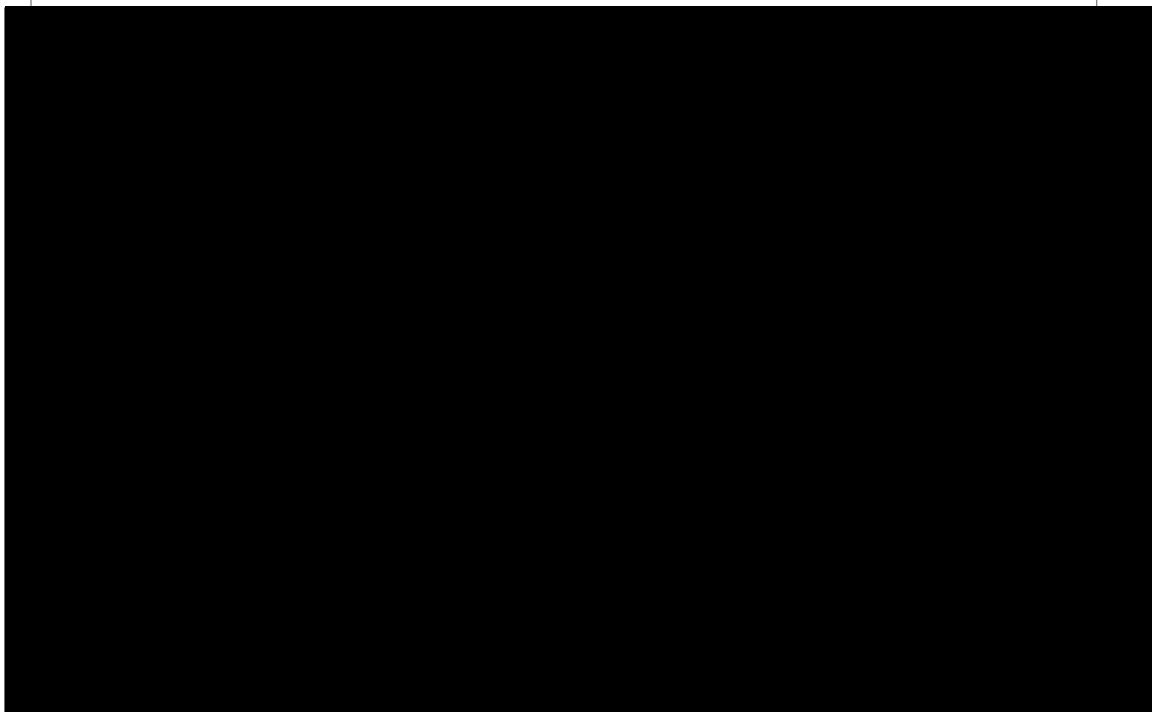
Awareness of Apple services (among Flagship models)



Usage of Apple services



Usage of Apple services (among Flagship models)



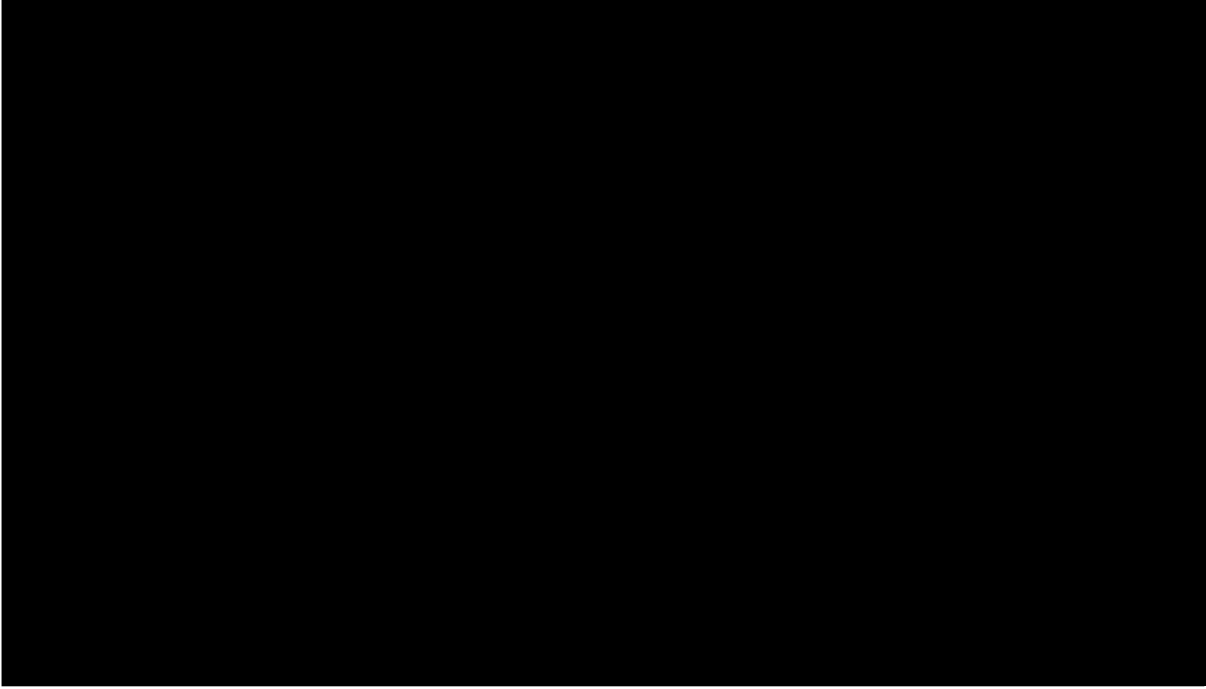
Demographics detailed results

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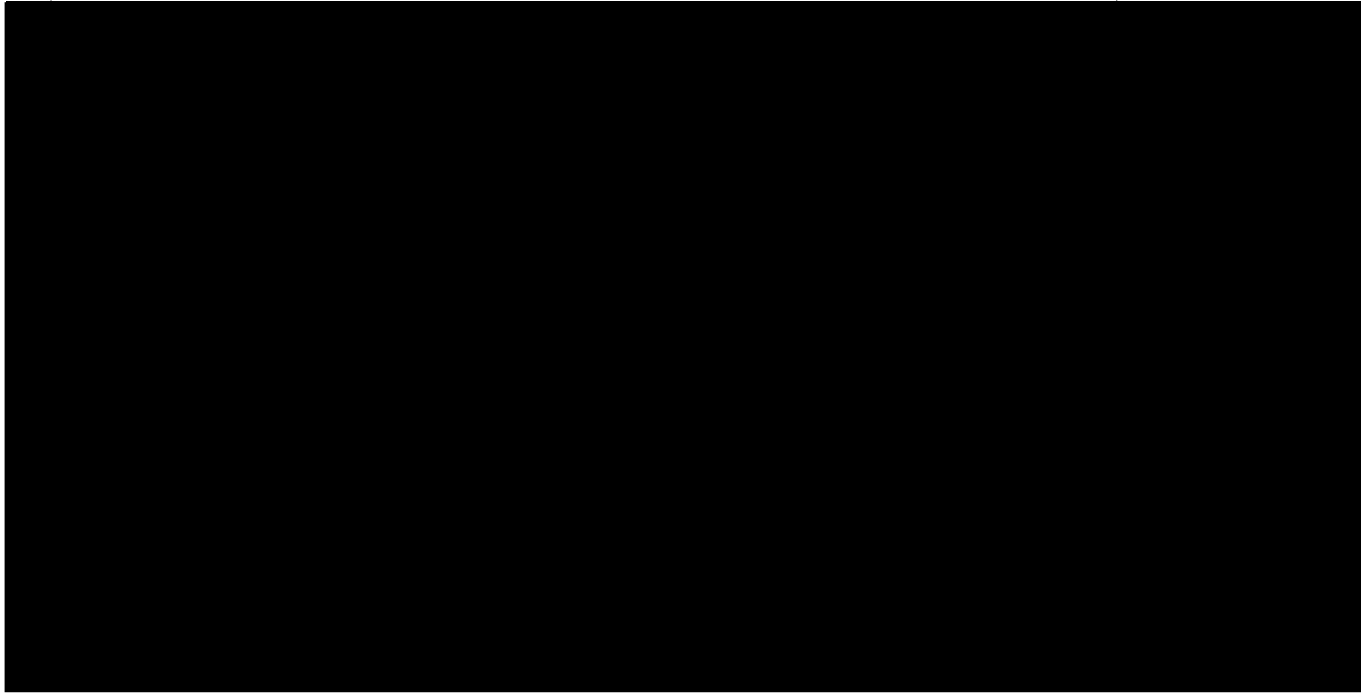
Age



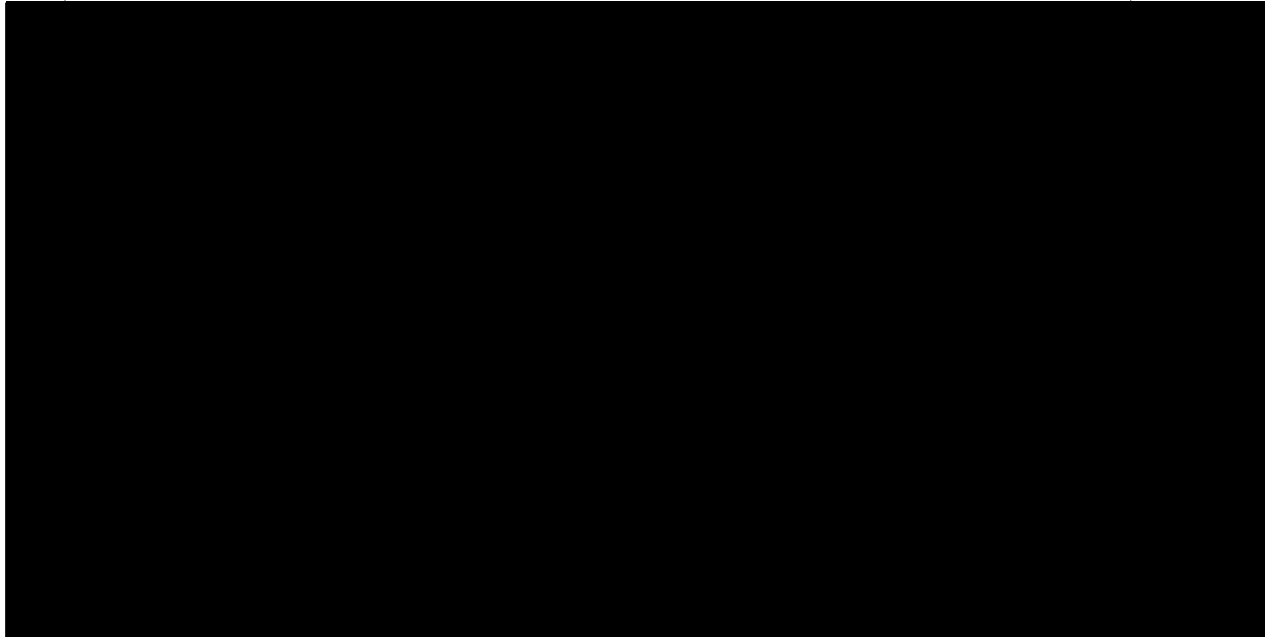
Age: Less than 25



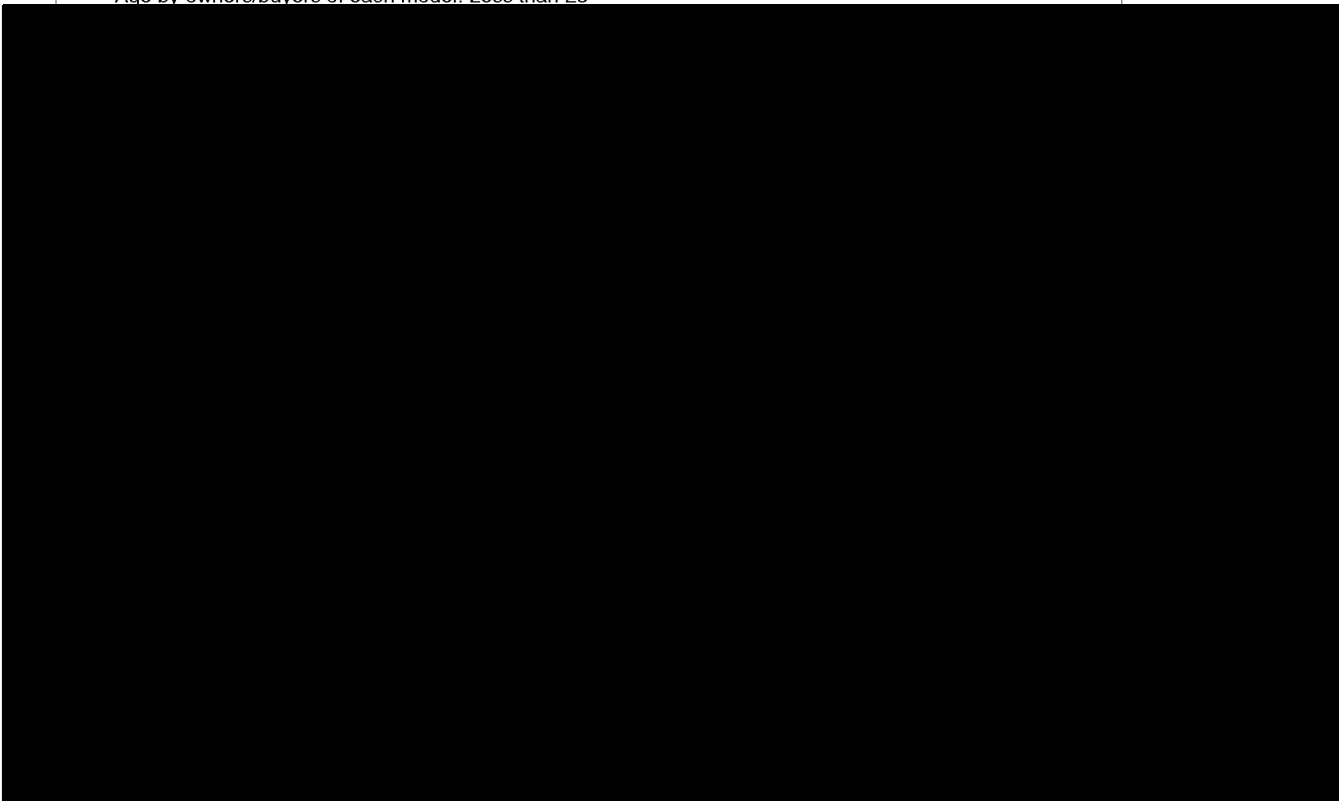
Age: 45+



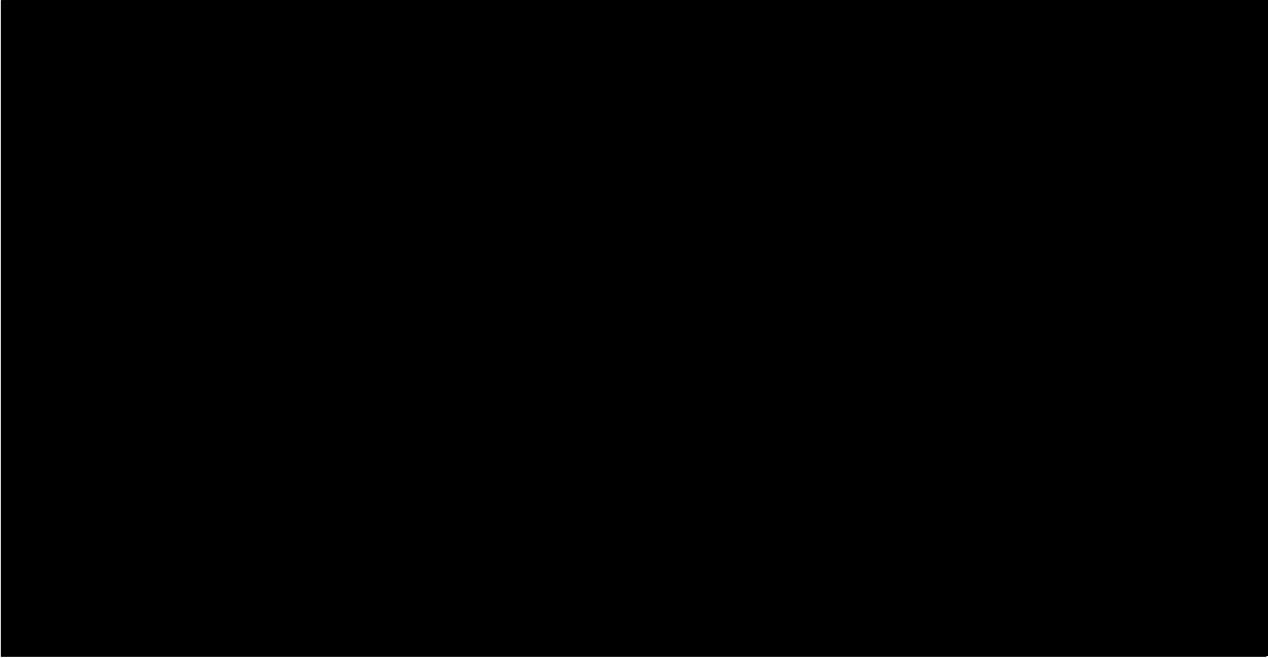
Age (among Flagship models)



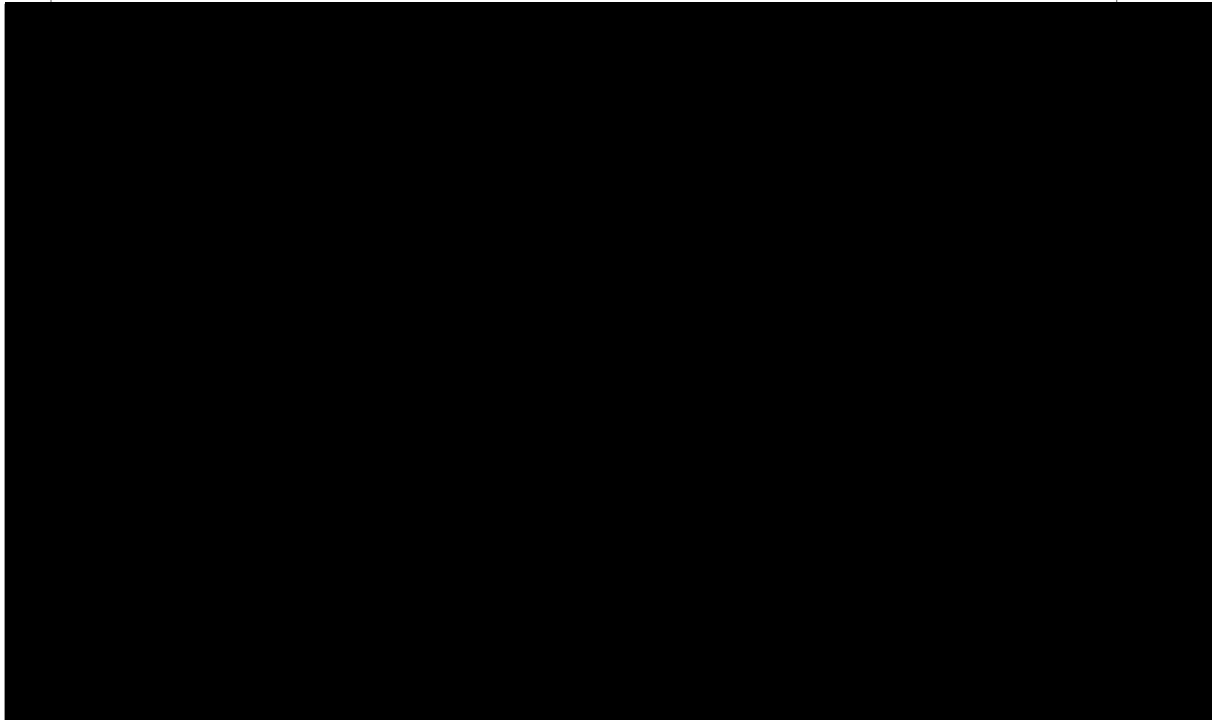
Age by owners/buyers of each model: Less than 25



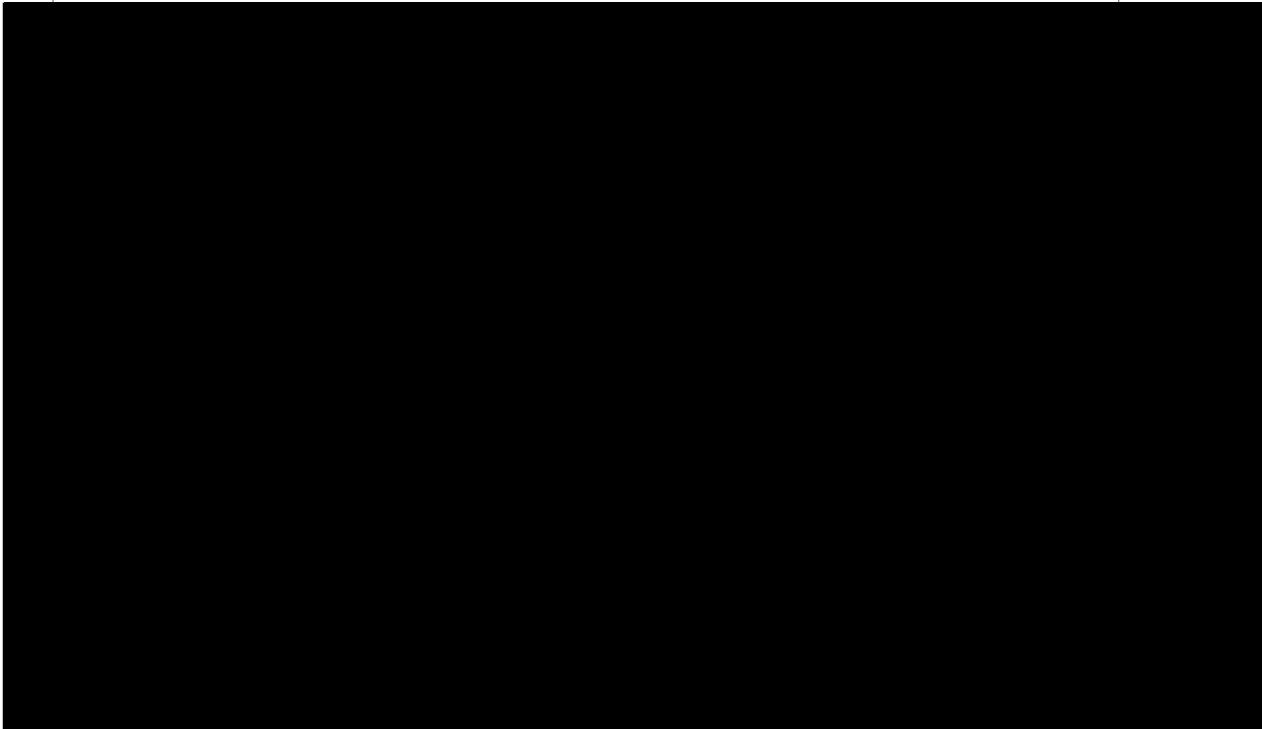
Age by owners/buyers of each model: 45+



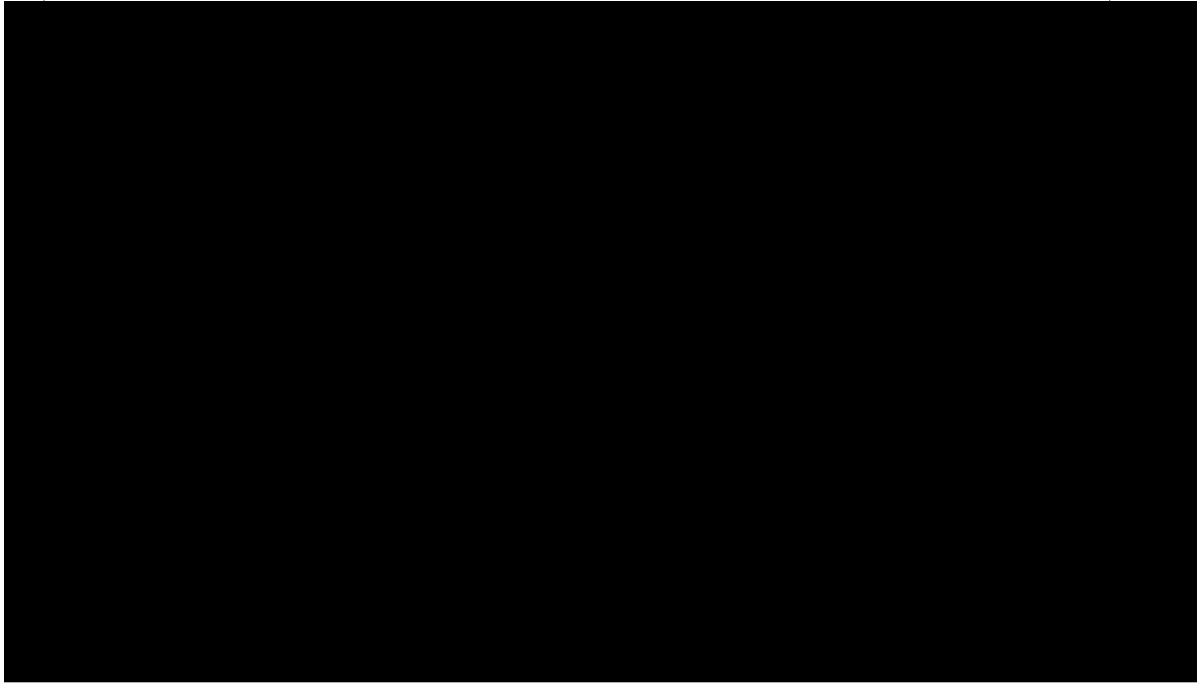
Gender mix among iPhone buyers in FY20-Q1



Gender: Male



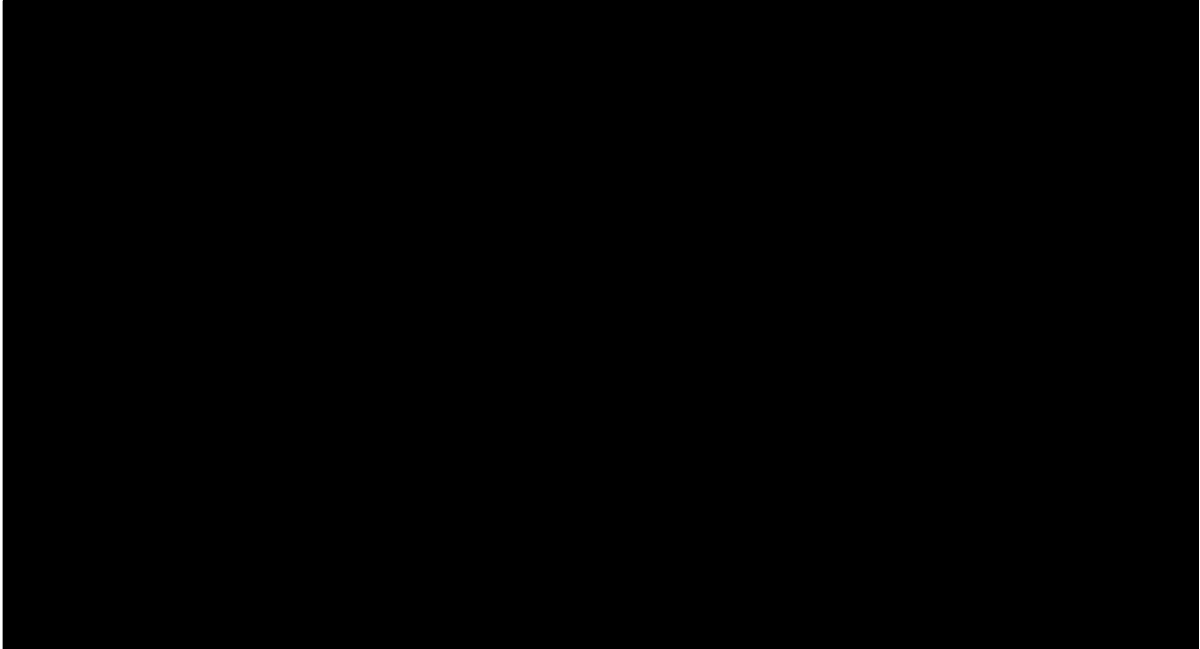
Gender (among Flagship models)



Gender by owners/buyers of each model: Male



Student status



Student status (among Flagship models)





iPhone Buyer Survey

FY19-Q3 Global Report

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Amelia Davidson

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